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SUMMER AND FALL VEGETABLES MELONS SWEETPOTATOES

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GUIDE SERIAL RECORDS

1966 ACREAGE-MARKETING GUIDES

FOREWORD

Prices guide production of nearly all commodities. But industries differ in their responses to price changes. Non-agricultural products tend to have fairly rigid prices from month to month. Manufacturers respond to demand changes by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. These variations have been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their crops are ready for market. Growers can't increase output quickly to take advantage of a strong market. On the other hand, they are often equally powerless to cut back their crops when production is too large.

Most vegetables are highly perishable. They can't be held from market for long to await better sales conditions. So, supplies are sometimes short of market requirements, and prices are high. But more frequently, supplies exceed market needs. Then commodities sell at distress prices.

The nature of vegetable products makes far-sighted production planning at least as necessary as it is for many industrial goods. But there are so many vegetable producers that coordinated industry planning is extremely difficult.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- refuse control. But growers have full control over plantings. They can contribute importantly to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well-versed in the vegetable field.

The final recommendations for 1966 summer and fall vegetables, melons and sweetpotatoes, are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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1966 ACREAGE-MARKETING GUIDES --
SUMMER AND FALL VEGETABLES FOR FRESH MARKET
SUMMER MELONS AND SWEETPOTATOES

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1966 acreage of early fall cabbage be reduced by five percent from the acreage planted in 1965, each grower of early fall cabbage should reduce his plantings by five percent.

I. 1965 HIGHLIGHTS AND RECOMMENDATIONS FOR 1966

Summer Vegetables

Relatively large quantities of many summer vegetables were marketed at generally favorable prices in 1965. Although serious marketing problems developed for a few commodities, the gross value of the large volume produced was greater than in 1964.

Aggregate summer vegetable acreage was about the same in 1965 as it had been a year earlier. As usual, periods of adverse weather affected crop development in several areas, particularly early in the season. But growing conditions were good during most of the summer. And in total, 1965 production of summer vegetables was seven percent larger than in 1964, when extreme drought curbed yields in several major growing areas.

A few commodities encountered considerable marketing difficulty. The late summer onion crop was record large, and far exceeded market needs. Low prices were recorded for this commodity from harvest time into the winter of 1966. Summer cabbage prices were also considerably below a year earlier.

Markets for most other summer vegetables, however, were better than usual during the summer of 1965. Gross returns totaled \$283 million in comparison with the \$272 million returned by the 1964 tonnage.

The 1966 aggregate acreage guide for summer vegetables for fresh market is a planted acreage about equal to that of 1965. With normal abandonment and average yields in 1966, total production would be smaller than in 1965, but about in line with market needs.

Summer Melons

There was a moderate reduction in summer cantaloup acreage in 1965. Most of the cut was made in the mid-summer crop in California. Early and late summer cantaloup plantings were about equal to 1964.

Shipments of western melons overlapped marketing of southeastern cantaloups, and early summer crop prices were below average. The larger mid-summer and late summer crops, however, sold at relatively high prices. The 1966 guides recommend summer cantaloup acreages equal to 1965 in all States.

Both early and late summer watermelon growers increased acreages in 1965. Yields also exceeded the levels of the preceding summer, and production was moderately larger than in 1964. Harvest overlap with shipments from spring-crop areas affected prices for early summer supplies. The late summer crop, however, moved at above-average prices. The 1966 guides recommend acreages equal to 1965 in both early and late summer producing States.

Fall Vegetables

Fall vegetable growers reduced total plantings slightly in 1965. This was more than offset by higher yields, however, and total fall production exceeded that of a year earlier. Nevertheless, the favorable marketing situation extended into the fall months. Fall cabbage supplies exceeded market needs and returned low prices. But most other crops fared much better. Gross fall-crop value was a little above that of 1964 and substantially above average.

The 1966 guides recommend an aggregate fall vegetable acreage about equal to that of 1965. Assuming normal abandonment and average yields in 1966, total fall production would be slightly smaller than in 1965 but moderately larger than in 1964 and the 1959-63 average.

Sweetpotatoes

The expansion in plantings in 1965 was in sharp contrast to the declining trend in acreage of this commodity. Moreover, light acreage losses and record-high average yields contributed further to a substantial increase in production. The total crop was nearly a fifth larger than in 1964.

Early season prices were satisfactory. Markets weakened in December, however, and prices for storage supplies declined. Under normal circumstances, a smaller acreage than was planted in 1965 would provide a sufficient volume of supplies in 1966.

Specific acreage guide recommendations for each commodity are as follows:

Commodity	: Percentage change in 1966 planted : acreage compared with 1965 percent
<u>Summer Vegetables</u>	
Beans, Lima.....	No change
Beans, Snap.....	Plus 5
Beets.....	No change
Cabbage (early).....	Minus 5
(late).....	Minus 5
Carrots (early).....	No change
(late).....	No change
Cauliflower.....	No change
Celery (early).....	No change
(late).....	No change
Corn, Sweet (early).....	Plus 5
(late).....	No change
Cucumbers (early).....	No change
(late).....	Plus 5
Eggplant.....	No change
Lettuce.....	No change
Onions (early).....	No change
(late).....	Minus 10
Peas, Green.....	No change
Peppers, Green(early).....	North Carolina: Minus 10; All other States: No change
(late).....	No change
Spinach.....	Plus 15
Tomatoes (early).....	Plus 5
(late).....	Plus 5
<u>Summer Melons</u>	
Cantaloups (early).....	No change
(mid).....	No change
(late).....	No change
Watermelons (early).....	No change
(late).....	No change

Specific acreage guide recommendations for each commodity are as follows:

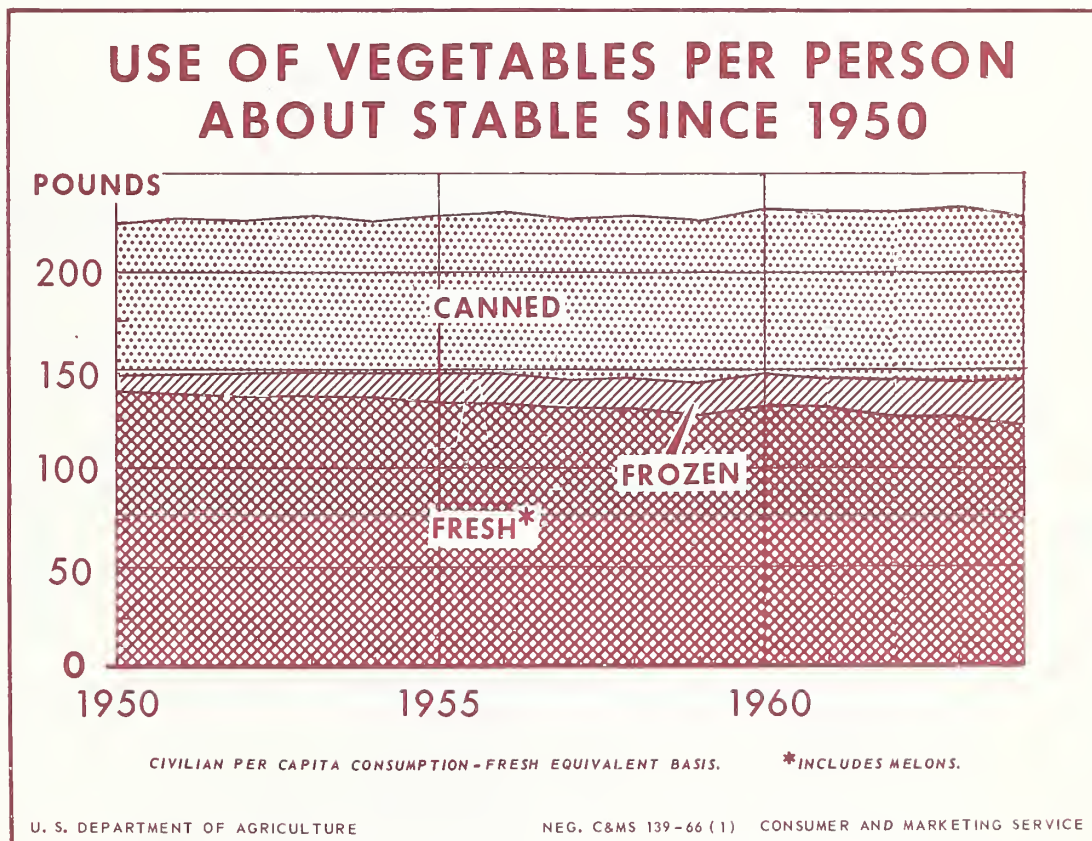
Commodity		:	Percentage change in 1966 planted
		:	acreage compared with 1965
			<u>percent</u>
<u>Fall Vegetables</u>			
Beans, Snap	(early).....	Plus 5	
	(late).....	No change	
Broccoli.....		No change	
Cabbage	(early, fresh and		
	processing).....	Minus 5	
	(late).....	Minus 5	
Carrots	(early).....	No change	
	(late).....	No change	
Cauliflower	(early).....	Plus 5	
	(late).....	Plus 5	
Celery	(early).....	No change	
	(late).....	Plus 5	
Corn, Sweet.....		No change	
Cucumbers	(early).....	Minus 5	
	(late).....	Minus 5	
Eggplant.....		No change	
Lettuce	(early).....	No change	
	(late).....	No change	
Peppers, Green.....		No change	
Spinach	(early).....	Plus 5	
	(late).....	No change	
Tomatoes	(early).....	Plus 10	
	(late).....	No change	
Sweetpotatoes.....		Minus 8	

II. DEMAND FOR VEGETABLES IN 1966

With the beginning of the new year, the outlook continues to be optimistic for the economic expansion to continue. Gross National Product this year is expected to rise substantially, possibly matching last year's over 7 percent gain.

Supported by rising employment and wage rates, consumer spending for goods and services rose almost seven and one-half percent last year. Spending for food increased about six percent from 1964 to 1965. Per capita consumption of vegetables rose in 1965 as supplies increased slightly. However, with demand continuing strong, prices received by farmers rose. As a result, cash receipts from marketings of vegetables increased sharply from 1964 to 1965.

Prospects for higher income per capita point to a continued strong demand for vegetables through the summer and fall of 1966. On an individual commodity basis, however, requirements are not likely to be substantially different from a year earlier. Prices for each particular vegetable will, as usual, depend largely on the balance of production with market needs for that commodity. Timeliness of harvests will also continue to exert an important influence on marketing success.



III. CANNED AND FROZEN VEGETABLES

Aggregate supplies of canned vegetables available for the 1965-66 marketing season were about the same as those on hand in the preceding season. A net increase in total pack in 1965 about offset a smaller carryover into the packing season. Larger supplies of canned snap beans, peas, sweet corn, lima beans, pickles and kraut offset supply reductions of most other major items.

Unusually heavy movement of canned vegetables occurred during the second half of 1965. Thus, total supplies available for marketing in early 1966 were below year-earlier levels.

Record-large packs of frozen green peas and sweet corn were largely responsible for an increase in the aggregate vegetable pack in 1965. Active movement and small carryover of several items reduced the impact of the larger pack, however. Markets for most frozen vegetables were strong in early 1966.

Although disappearance of processed vegetables is expected to continue at a high rate, total supplies will be adequate to satisfy normal market needs during the summer of 1966. The situation during the fall will largely depend on 1966 packs.

1966 Acreage-Marketing Guides for Vegetables for Processing

Commodity	: Percentage change in 1966 planted : acreage compared with 1965 percent
Beans, Lima (For Canning).....	Plus 15
(For Freezing).....	Plus 10
Beans, Snap (For Canning).....	Minus 5
(For Freezing).....	Plus 5
Beets.....	Plus 5
Cabbage for Kraut <u>1/</u>	
Corn, Sweet (For Canning).....	Plus 10
(For Freezing).....	Minus 5
Cucumbers for Pickles.....	No change
Peas, Green (For Canning).....	No change
(For Freezing).....	Minus 15
Spinach (For Canning).....	Plus 15
(For Freezing).....	Minus 5
Tomatoes.....	California: Plus 15; All other States: Plus 5

1/ Included in total early fall crop (fresh market and kraut combined).

Summer Vegetables: 1966 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:		
	: 1966	: 1965	: 1959-63	: 1965	: 1965	: 1959-63	
	: Guide	: Prel.; 1964	: Average	: Prel.	: 1964	: Average	
	<u>1,000 Acres</u>				<u>Percent</u>		
Beans, Lima	10.0	10.0	11.0	13.0	100	91	77
Beans, Snap	30.8	29.3	30.1	33.5	105	102	92
Beets	1.2	1.2	1.2	1.2	100	100	100
Cabbage							
Early	7.6	8.0	7.9	7.7	95	96	99
Late	17.1	18.0	17.2	18.3	95	99	93
Carrots							
Early	7.3	7.3	7.2	7.5	100	101	97
Late	3.4	3.4	3.4	3.6	100	100	94
Cauliflower	3.2	3.2	3.3	4.0	100	97	80
Celery							
Early	3.8	3.8	3.9	3.9	100	97	97
Late	2.9	2.9	2.9	3.0	100	100	97
Corn, Sweet							
Early	39.1	37.2	38.5	40.8	105	102	96
Late	96.2	96.2	96.0	102.1	100	100	94
Cucumbers							
Early	6.8	6.8	6.7	6.7	100	101	101
Late	6.6	6.2	6.4	6.6	105	103	100
Eggplant	1.5	1.5	1.5	1.4	100	100	107
Lettuce	44.2	44.2	45.5	50.3	100	97	88
Onions							
Early	10.0	10.0	10.0	10.8	100	100	93
Late	56.1	62.3	59.8	59.0	90	94	95
Peas, Green	1.5	1.5	1.4	1.6	100	107	94
Peppers, Green							
Early	8.1	8.8	7.8	7.5	92	104	108
Late	18.0	18.0	17.8	19.4	100	101	93
Spinach	2.3	2.0	2.4	2.5	115	96	92
Tomatoes							
Early	43.2	41.2	42.6	43.3	105	101	100
Late	29.7	28.2	28.0	31.3	105	106	95
Total	450.6	451.2	452.5	479.0	100	100	94

Summer Vegetables: 1966 Probable Production with Comparisons

Commodity	: Production 2/				: Probable Production from		
	: 1966 : 1965 : 1959-63: 1965 :				: Acreage Guide as percent of:		
	: Guide 1/: Prel. : 1964 : Average: Prel. :				: 1964 : Average		
	1,000 cwt.				percent		
Beans, Lima	251	268	279	322	94	90	78
Beans, Snap	1,212	1,180	1,183	1,321	103	102	92
Beets	218	207	207	226	105	105	96
Cabbage							
Early	1,482	1,465	1,413	1,498	101	105	99
Late	3,351	3,516	3,197	3,616	95	105	93
Carrots							
Early	2,000	2,008	1,872	2,014	100	107	99
Late	749	765	674	792	98	111	95
Cauliflower	306	332	316	358	92	97	85
Celery							
Early	1,754	1,737	1,727	1,853	101	102	95
Late	976	1,018	969	954	96	101	102
Corn, Sweet							
Early	2,541	2,686	2,295	2,570	95	111	99
Late	5,755	5,926	5,709	6,011	97	101	96
Cucumbers							
Early	629	653	612	583	96	103	108
Late	513	462	506	486	111	101	106
Eggplant	196	195	165	177	101	119	111
Lettuce	10,246	10,560	10,267	10,182	97	100	101
Onions							
Early	2,317	2,268	2,317	2,181	102	100	106
Late	17,907	20,772	17,864	18,574	86	100	96
Peas, Green	55	50	47	60	110	117	92
Peppers, Green							
Early	309	335	294	273	92	105	113
Late	1,680	1,699	1,610	1,743	99	104	96
Spinach	114	90	121	119	127	94	96
Tomatoes							
Early	5,175	4,966	5,114	5,131	104	101	101
Late	3,140	3,036	2,881	3,159	103	109	99
Total	62,876	66,194	61,639	64,203	95	102	98

1/ Computed: Planted acreage guide for 1966 summer vegetables, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Summer Melons: 1966 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage				:Percent Acreage Guide is of:			
	1966	: 1965	: 1959-63	: 1965	:	: 1959-63	:	: 1959-63
	: Guide	: Prel.	: 1964	: Average	: Prel.	: 1964	: Average	: Average
	<u>acres</u>				<u>percent</u>			
Cantaloups								
Early	10,900	10,900	10,950	12,800	100	100	100	85
Mid	59,550	59,550	62,200	67,090	100	100	96	89
Late	13,400	13,400	13,700	14,790	100	100	98	91
Watermelons								
Early	220,000	220,000	211,100	232,600	100	104	104	95
Late	32,900	32,900	32,200	33,010	100	102	102	100
Total	336,750	336,750	330,150	360,290	100	102	102	93

Summer Melons: 1966 Probable Production with Comparisons

Commodity	Production 2/				:Probable Production from Acreage			
	1966	: 1965	: 1959-63	: 1965	:	: 1959-63	:	: 1959-63
	: Guide 1/	: Prel.	: 1964	: Average	: Prel.	: 1964	: Average	: Average
	<u>1,000 cwt.</u>				<u>percent</u>			
Cantaloups								
Early	500	554	561	653	99	98	98	84
Mid	6,770	6,581	7,281	7,149	103	93	93	95
Late	1,024	974	1,066	1,141	105	96	96	90
Watermelons								
Early	15,884	15,976	15,195	16,035	99	105	105	99
Late	3,934	4,063	3,601	4,065	97	109	109	97
Total	28,112	28,148	27,704	29,043	100	101	101	97

1/ Computed: Planted acreage guide for 1966 summer melons, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Fall Vegetables: 1966 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:		
	: 1966	: 1965	: 1959-63	: 1965	: 1959-63		
	: Guide	: Prel.	: 1964	: Average	: Prel.	: 1964	: Average
	<u>1,000 acres</u>				<u>percent</u>		
Beans, Snap							
Early	13.3	12.7	13.6	14.9	105	98	89
Late	11.5	11.5	12.8	13.8	100	90	83
Broccoli	22.5	22.5	22.9	23.7	100	98	95
Cabbage							
Early <u>1/</u>	32.3	34.0	32.9	32.7	95	98	99
Late	2.7	2.8	2.6	3.6	95	104	75
Carrots							
Early	22.8	22.8	21.4	21.3	100	107	107
Late	7.1	7.1	7.6	8.2	100	93	87
Cauliflower							
Early	5.8	5.5	5.2	7.6	105	112	76
Late	7.4	7.0	8.4	7.5	105	88	99
Celery							
Early	1.6	1.6	1.8	1.9	100	89	84
Late	5.9	5.6	5.8	6.5	105	102	91
Corn, Sweet	13.4	13.4	13.6	11.8	100	99	114
Cucumbers							
Early	8.0	8.4	7.5	7.9	95	107	101
Late	6.5	6.8	6.9	6.5	95	94	100
Eggplant	.8	.8	1.1	1.1	100	73	73
Lettuce							
Early	36.2	36.2	37.8	33.9	100	96	107
Late	19.2	19.2	17.9	20.9	100	107	92
Peppers, Green	7.9	7.9	7.9	7.2	100	100	110
Spinach							
Early	4.2	4.0	4.2	5.2	105	100	81
Late	1.4	1.4	1.4	1.6	100	100	88
Tomatoes							
Early	19.4	17.6	19.4	19.9	110	100	97
Late	11.7	11.7	13.3	10.6	100	88	110
Total	261.6	260.5	266.0	268.3	100	98	98

1/ Includes processing.

Fall Vegetables: 1966 Probable Production with Comparisons

Commodity	Production 2/				Probable Production from		
	: 1966 : 1965 : 1959-63:				: Acreage Guide as percent of:		
	:Guide 1/:	Prel. :	1964	:Average:	Prel. :	1964	: Average
		1,000 cwt.				percent	
Beans, Snap							
Early	544	518	521	573	105	104	95
Late	393	316	449	428	124	88	92
Broccoli	1,114	1,104	1,128	1,114	101	99	100
Cabbage							
Early 3/	8,186	9,017	7,822	8,062	91	105	102
Late	381	403	343	423	95	111	90
Carrots							
Early	5,945	6,144	5,289	5,361	97	112	111
Late	2,137	2,059	2,166	2,487	104	99	86
Cauliflower							
Early	508	526	443	562	97	115	90
Late	777	735	840	762	106	92	102
Celery							
Early	474	428	491	601	111	97	79
Late	3,062	2,912	3,045	3,006	105	101	102
Corn, Sweet	642	649	568	595	99	113	108
Cucumbers							
Early	700	754	665	636	93	105	110
Late	714	713	732	658	100	98	109
Eggplant	104	101	133	100	103	78	104
Lettuce							
Early	6,320	6,567	6,263	5,271	96	101	120
Late	3,264	3,264	2,774	3,379	100	118	97
Peppers, Green	604	531	663	498	114	91	121
Spinach							
Early	224	202	191	264	111	117	85
Late	73	70	79	76	104	92	96
Tomatoes							
Early	3,570	3,520	3,686	3,441	101	97	104
Late	1,411	1,298	1,366	1,077	109	103	131
Total	41,147	41,831	39,657	39,374	98	104	105

- 1/ Computed: Planted acreage guide for 1966 fall vegetables, less normal abandonment, times average yield.
- 2/ Includes some quantities not marketed. See individual tables for particulars.
- 3/ Includes processing.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Lima Beans - Summer

(New York, New Jersey, Maryland, North Carolina, Georgia and Alabama)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and probable production

(planted acreage

equal to 1965)

10,050

1/ 25

251

Background statistics

1965 Prel.	10,050	10,050	27	268	10.11	2,709
1964	11,050	11,050	25	279	9.71	2,709
1959-63 Average	12,950	12,950	25	322	8.52	2,733

1/ 1959-63 average yield.

Comments

Lima bean acreage in most summer-crop producing States continued to decline in 1965. Crops in all areas grew well during most of the season. Moisture conditions in Alabama improved during June, and crops made good progress just prior to the start of active harvesting. Frequent rains in North Carolina and Georgia during the latter part of July slowed maturity, but helped yields. Crops in these States were about as large as in 1964. In New York, cool nights slowed development, but conditions were otherwise good, and the average yield for the season was equal to 1964. The group average yield was a little higher than in 1964 and average. Production was lower because of the smaller acreage.

Earliest marketings from southern Alabama in late June and from Georgia in early July sold for satisfactory prices. And market prices for good quality supplies held steady at favorable levels through July and August. The season average price was moderately higher than in 1964.

Fresh lima bean requirements have changed very little in the past decade. The market for this item should be about as large in 1966 as in 1965. Growers should be readily able to market the production from an acreage equal to 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1959-63 average yield, will result in a production 6 per cent less than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Snap Beans - Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
Pennsylvania, Ohio, Illinois, Michigan, Virginia, North Carolina,
Georgia, Tennessee, Alabama and Colorado)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1965) 30,800

1/ 41 1,212

Background statistics

1965 Prel.	29,300	28,600	41	<u>2/</u> 1,180	9.18	10,353
1964	30,120	28,820	41	1,183	8.93	10,560
1959-63 Average	33,490	32,150	41	<u>2/</u> 1,321	8.06	10,788

1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded
in computing value: 44 in 1959 and 52 in 1965.

Comments

Acreage reductions in New York and Ohio in 1965 were consistent with the long-term trend. But most other States had about the same or slightly larger acreages than in 1964. Total acreage was only slightly below that of 1964.

Much of the crop was delayed by weather. Beans in southern Ohio were held up by dry weather while those in central New York and Colorado were delayed by unusually cool weather. But the United States average yield for 1965 was equal to 1964. Total production was only slightly less than a year earlier.

Supplies ranged from relatively light to generally moderate in most markets. Through July, the increase in volume was not as fast as usual, but marketings were well distributed over the remainder of the season.

Large processed snap bean supplies are expected to be available in the summer of 1966. Canned snap bean stocks reached a new record high for the 1965-66 season. In addition, frozen supplies are expected to be abundant.

1966 Guide

The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 3 percent more than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Beets - Summer

(New Jersey and Pennsylvania)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> :	<u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000	cwt.)

1966 Acreage Guide and
probable production

(planted acreage

equal to 1965) 1,200 1/ 182 218

Background statistics

1965 Prel.	1,200	1,200	172	207	4.20	869
1964	1,200	1,200	172	207	3.74	774
1959-63 Average	1,220	1,220	185	226	3.12	705

1/ 1960-64 average yield.

Comments

The production record of the 1965 summer beet crop was practically identical to the preceding year. Growers in both Pennsylvania and New Jersey planted acreages equal to 1964. Lack of moisture again retarded crop development, and average yields per acre in both States equalled those of 1964.

New Jersey harvest began in early June. Shipments increased quickly to peak volume by the middle of the month. The State continued to furnish moderate volume well into the fall months.

In Pennsylvania, harvest began in late June. A light but steady volume from that State continued into late October.

Market prices for fresh beets held up well, even during the period of peak movement. They continued good through early fall. For the season, summer beet prices were about a third higher than average and were better than in any year in the past decade.

Requirements for fresh beets change very little from year to year. With average yields, a 1966 acreage equal to 1965 would produce a moderately larger crop. Such a quantity would be adequate for potential market needs.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production 5 per cent larger than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cabbage - Early Summer

(Massachusetts, Rhode Island, Connecticut, New York (Long Island),
New Jersey, Ohio, Minnesota and Virginia)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u> (planted acreage 5 percent less than in 1965)						
	7,600		<u>1/</u> 199	1,482		
<u>Background statistics</u>						
1965 Prel.	8,030	7,880	186	1,465	2.30	3,364
1964	7,930	7,780	182	1,413	3.16	4,468
1959-63 Average	7,710	7,530	199	1,498	2.39	3,587
<u>1/</u> 1959-63 average yield.						

Comments

Weather conditions varied among the widely scattered early summer States in 1965. Perhaps the most influential was the inadequacy of moisture in the East, which contributed to below-average yields in Connecticut, New Jersey and New York. Yields were also below average in Ohio and Virginia. Nevertheless, the 1965 crop was moderately larger than a year earlier.

New Jersey began harvesting in late May and moved heavy volume during late June and July. Ohio was moving moderate shipments by early June and reached a peak in mid-July. Harvest became active in New England and on Long Island, New York in late June. Volume from these areas continued fairly steady into the fall.

Prices were high as first early summer shipments moved to market. But as volume picked up, prices declined, reaching relatively low levels by mid-July. Supplies from late summer areas were larger than a year earlier and provided substantial market competition. For the season, prices averaged considerably below the high levels of 1964.

An acreage reduction will be necessary in 1966 to provide good prospects for a satisfactory marketing season.

1966 Guide

The 1966 guide is a planted acreage 5 percent smaller than in 1965. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 1 percent larger than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia,
Colorado, Washington and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and
probable production

(planted acreage 5 percent

less than in 1965) 17,100

1/ 202

3,351

Background statistics

1965 Prel.	18,000	17,200	204	3,516	2.03	7,152
1964	17,250	16,650	192	3,197	2.89	9,238
1959-63 Average	18,300	17,870	202	2/ 3,616	1.90	6,822

1/ 1959-63 average yield.

2/ Includes 40,000 hundredweight not marketed in 1962 and excluded in computing value.

Comments

In 1965, growers in Pennsylvania, Illinois, North Carolina and Washington increased their late summer cabbage plantings from the levels of the preceding year. Total acreage was four percent larger than in 1964.

Drought problems existed in the East, particularly early in the season. In Colorado, cool weather, frosts and heavy rains were reflected in substantial acreage abandonment. But overall, yields were satisfactory. Supplies exceeded market needs for a major part of the season.

North Carolina and California, which also produce spring cabbage crops, were shipping moderate volume as other late summer crop States began harvest. Pennsylvania and Illinois cut a little cabbage in June and became active shippers in July. Colorado, delayed by cold weather, also started in late June, but did not reach top volume until late in the summer.

Prices were moderate at both ends of the marketing season. But they were low during late July and August, when much of the crop was shipped. For the season, prices averaged much below those of 1964.

1966 Guide

The 1966 guide is a planted acreage 5 percent smaller than in 1965. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 5 percent smaller than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Carrots - Early Summer

(California)

Year	: Acreage :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u> (planted acreage equal to 1965)						
	7,300		<u>1/</u> 274	2,000		
<u>Background statistics</u>						
1965 Prel.	7,300	7,300	275	2,008	4.79	9,626
1964	7,200	7,200	260	1,872	3.66	6,860
1959-63 Average	7,500	7,500	270	2,014	3.84	7,609
<u>1/</u> 1960-63 average yield.						

Comments

California's 1965 acreage of early summer carrots was a little larger than in 1964, but considerably smaller than in 1962 and 1963 when plantings were excessive. As in 1964, movement was slow in getting underway. By early June, however, it exceeded the year-earlier level. Through July and August, harvesting progressed normally in all principal California areas.

The market for California supplies was strong during the entire season. Prices reached high levels in mid-June and there was little change until early August, after the bulk of the supplies had already been marketed. The season average price recorded in 1965 ranked with the highest ever received for this crop. Total value was much larger than in 1964 and average.

In 1966, competitive supplies may be larger. However, it appears that the production from an acreage equal to 1965 would closely approximate market requirements. An acreage of this size would provide the chance for another profitable season and yet furnish adequate volume for potential market outlets.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1960-63 average yield, will result in a production about equal to 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Carrots - Late Summer

(Massachusetts, New Jersey, Ohio and Colorado)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> :	<u>Value</u>
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1966 Acreage Guide and <u>probable production</u> (planted acreage equal to 1965)	3,400		<u>1/</u> 232	749		
<u>Background statistics</u>						
1965 Prel.	3,400	3,300	232	765	4.26	3,257
1964	3,420	3,320	203	674	4.74	3,195
<u>1959-63 Average</u>	<u>3,610</u>	<u>3,410</u>	<u>232</u>	<u>792</u>	<u>3.27</u>	<u>2,584</u>
<u>1/ 1959-63 average yield.</u>						

Comments

There was very little change in late summer carrot plantings in 1965 from those of the preceding year. Acreage in Massachusetts was larger than in 1964 but this was mostly offset by reduction in New Jersey. The other two late summer States, Ohio and Colorado, each had acreages equal to 1964.

Irrigation facilities were used early in the season in Massachusetts and in New Jersey. Yields in these States were good; they were much higher than in 1964. Weather and soil conditions in Ohio were favorable, and yield per acre in that State also was better than in 1964. In Colorado, fields overcame slow early development and yields there were also excellent. In total, 1965 production was 14 percent larger than in 1964.

Despite the larger crop, market demand was brisk in July and prices continued favorable in August. However, shipments made in September and October sold at moderate prices. Season average prices in eastern areas were higher than in 1964 but the average for Colorado was lower. The average return for the entire group was down from a year earlier but well above average.

In 1966, an acreage equal to 1965 would contribute to the likelihood of another balanced marketing season.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 2 percent less than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cauliflower - Summer

(New York, Colorado and Washington)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u> (planted acreage equal to 1965)						
	3,250		<u>1/</u> 100	306		
<u>Background statistics</u>						
1965 Prel.	3,250	3,100	107	332	7.35	2,439
1964	3,300	3,150	100	316	6.38	2,017
1959-63 Average	3,980	3,710	97	358	6.28	2,245
<u>1/</u> 1960-64 average yield.						

Comments

Summer cauliflower acreages in New York and Colorado were record low in 1965. A small acreage increase was made in Washington.

Growing conditions were generally better than in 1964. Irrigation helped relieve dry soil conditions in the Catskill area of New York. Crops in western New York developed normally. In Washington, high temperatures in July limited head sizes, but yields per acre were above average. Colorado yields were a little below average. With larger crops in both Upstate New York and Washington, summer production was five percent more than in 1964.

Crops in all areas sold at above-average prices. In New York, quality was good and market demand was stronger than usual during the last half of August and early September. Adverse weather on Long Island limited competitive supplies from this area through much of September.

More competitive supplies may be available in 1966. Summer acreages equal to 1965 should be fully adequate to satisfy market needs.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 8 percent less than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Celery - Early Summer

(Massachusetts, Ohio, Michigan and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage equal to 1965)	3,770		<u>1/</u> 470	1,754		
<u>Background statistics</u>						
1965 Prel.	3,770	3,770	461	1,737	4.49	7,791
1964	3,870	3,770	458	1,727	4.59	7,923
1959-63 Average	3,940	3,860	480	1,853	3.84	7,079
<u>1/</u> 1961-65 average yield.						

Comments

During the past decade, acreage, yield and total production of early summer celery have shown relatively small year-to-year change. Since the mid-1950's, the proportion of the total crop originating in California has declined, and the proportion grown in Michigan has increased. Total production in 1965 was up slightly from 1964, but was moderately below the 1959-63 average.

Weather favored crop growth. In the Oceano, Santa Maria and Guadalupe areas in California, volume began to develop late in May. Harvest in the Salinas-Watsonville area followed in mid-June, and peak movement was attained in July. Cutting in the Hudsonville area of Michigan reached good volume by early July. Harvest in Massachusetts and Ohio started in the second week of June.

Shipments of spring-crop celery continued at a high level until mid-June. The competitive spring supply checked demand for initial offerings of early summer celery. But after completion of spring harvest, prices for early summer supplies strengthened. Crop value was substantially above average.

A 1966 acreage as large as in 1965 should provide a crop adequate for market needs.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production slightly above 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Celery - Late Summer

(New York, Colorado, Washington and New Jersey)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted: For harvest:</u> :	<u>per acre</u> :	<u>Production:</u> :	<u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and
probable production
(planted acreage
equal to 1965)

2,870 1/ 347 976

Background statistics

1965 Prel.	2,870	2,850	357	1,018	4.51	4,594
1964	2,920	2,800	346	969	4.78	4,633
1959-63 Average	2,970	2,910	328	2/ 954	3.83	3,629

1/ 1963-65 average yield.

2/ Includes 29,000 hundredweight not marketed in 1963 and excluded in computing value.

Comments

Late summer celery acreage has shown a slight downward trend. But average yield per acre has moved upward, and since 1958, total production has shown little change. About three-fourths of the seasonal crop is grown in New York.

With favorable weather, the 1965 crop developed well. Harvest in Orange County, New York started early in July and reached volume late in the month. Cutting in Wayne County was most active in August and September. Shipments from the small acreage in New Jersey began about mid-June and continued into October. Early cuttings in Colorado and Washington were made in the first half of August.

As usual, shipments from California and Michigan affected the market for supplies from late summer areas. Although showing a downward trend during July and August, prices for late summer shipments strengthened in September. Total returns from 1965 sales were high, only slightly below the record level reported in 1964.

Competitive supplies from early summer producing areas are expected to continue to limit marketing opportunities for late summer growers. In 1966, the production from an acreage equal to 1965 should satisfy potential outlets.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 4 percent below 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina,
Oklahoma, Kentucky, Arkansas and California)

Year	: _____ Acreage _____ :	Yield :	:	:
	:Planted:For harvest: per acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage 5 percent more than in 1965) 39,100

1/ 67

2,541

Background statistics

1965 Prel.	37,200	36,400	74	2,686	3.77	10,120
1964	38,500	36,400	63	2,295	4.06	9,315
1959-63 Average	40,820	39,380	65	<u>2/</u> 2,570	3.82	9,790

1/ 1962-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1962 and 2 in 1963.

Comments

Early summer sweet corn acreage has shown a long-term decline. In 1965, total plantings dropped to a new low. Yields in most States were substantially above average. And total production was 17 percent greater than the small crop harvested in 1964.

Harvest in Missouri and North Carolina began in late June and was most active about July 1. In New Jersey and California, the major seasonal sources, shipping was active during July and tapered off during August. Harvest of the relatively large Virginia crop was completed in early August.

Heavy shipments moved from the Florida spring harvest until well into the early summer season. Competitive supplies from late summer areas were heavier than in 1964. Sweet corn prices ranged from low in New Jersey to high in Kentucky, Arkansas and Oklahoma. Returns from California marketings showed a moderate improvement over a year earlier.

High yields and harvest overlaps contributed to market pressures in 1965. Under normal conditions, a larger acreage in 1966 would be needed to adequately supply market outlets.

1966 Guide

The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 5 percent smaller than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Sweet Corn - Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio, Illinois, Michigan, Maryland, Colorado, Washington and Oregon)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage equal to 1965) 96,150 1/ 63 5,755

Background statistics

1965 Prel.	96,150	91,400	65	5,926	3.59	21,272
1964	96,050	91,700	62	5,709	3.62	20,673
1959-63 Average	102,070	97,110	62	2/ 6,011	3.13	18,636

1/ 1962-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 72 in 1959 and 242 in 1961.

Comments

Acreage adjustments were reported in several producing areas in 1965, but were almost offsetting. In New York, growers reduced plantings as they have each year since 1960.

Dry weather slowed early crop growth in eastern producing areas. In Michigan and in the West, cold temperatures restricted development. Wet weather in Colorado delayed both planting and harvesting. But the nation-wide yield was moderately above average. And total output was four percent above 1964.

The New England harvest was at peak level by August 1. In other States, volume increased during August. In Ohio, the leading late summer source, shipments began to taper off early in September. Marketings from New York, Michigan, Oregon and Washington were active until well into October.

California and New Jersey shipments provided competition to late summer States throughout the season. The average price was down slightly from 1964.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 3 percent below 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cucumbers - Early Summer

(New Jersey, Illinois, Delaware, Maryland and Virginia)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:</u> <u>For harvest:</u> <u>per acre</u> :	<u>Production:</u> <u>Price</u> :	<u>Value</u>	
	(acres)	(cwt.) (1,000 cwt.)	(\$ per (\$1,000 cwt.))	

1966 Acreage Guide and probable production

(planted acreage

equal to 1965) 6,750 1/ 96 629

Background statistics

1965 Prel.	6,750	6,550	100	<u>2/</u> 653	4.74	3,084
1964	6,700	6,500	94	612	4.27	2,614
1959-63 Average	6,660	6,470	90	583	3.83	2,224

1/ 1961-65 average yield.

2/ Includes 2,000 hundredweight not marketed in 1965 and excluded in computing value.

Comments

In the past four years, there has been little change in total early summer cucumber acreage. Plantings in New Jersey and Illinois were increased in 1965, but most of this gain was offset by a reduction in Maryland.

In New Jersey, the weather was favorable for growing cucumbers. Harvesting started at about the usual time in late June and marketing was active during July.

Moisture shortages prevailed for some time in Delaware, Maryland and Virginia and rainfall occasionally was excessive in Illinois. But recovery was good -- yields in most States were above average in 1965.

Supplies available in early July were lighter than usual and prices for early marketings were high. Prices dropped off sharply in late July as some bunching of Maryland and Virginia shipments occurred. In early August, however, markets improved, and for the season, prices were the highest in the last decade.

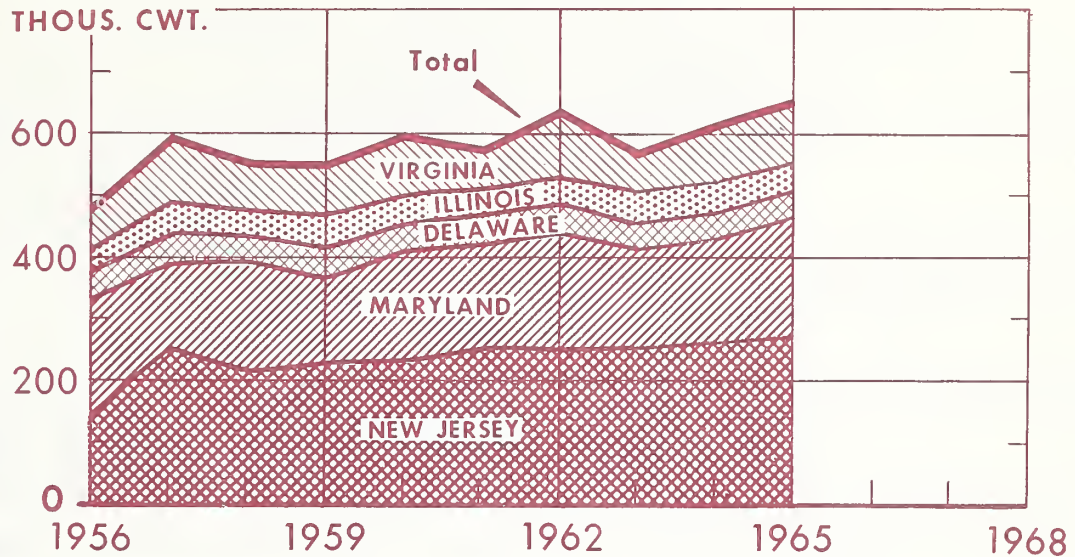
The market for early summer cucumbers should continue to expand in 1966. But competitive conditions in 1966 may not be as favorable as they were in 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 4 percent less than in 1965.

EARLY SUMMER CUCUMBERS

Trends in Production by States

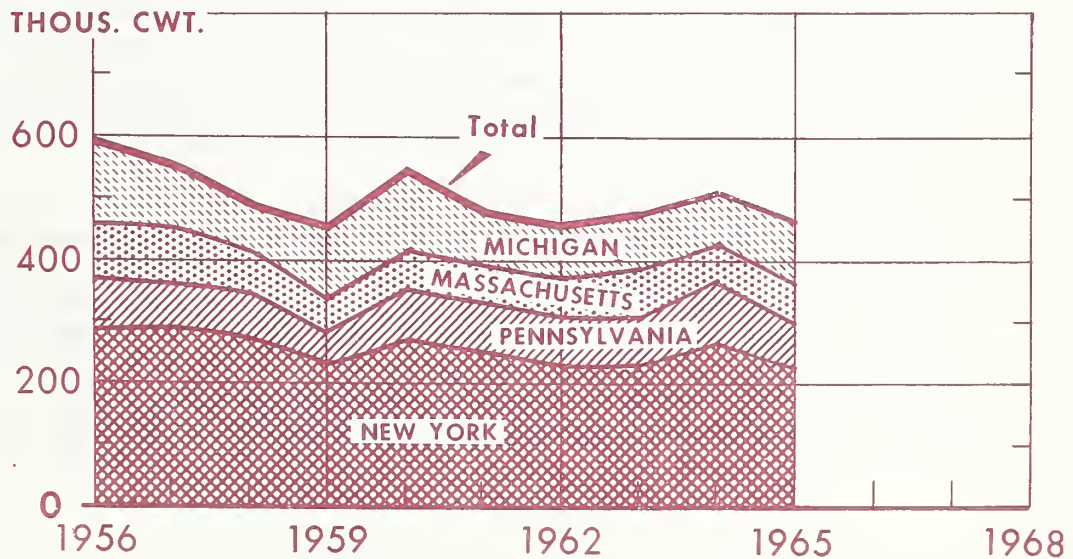


U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 136-66 (1) CONSUMER AND MARKETING SERVICE

LATE SUMMER CUCUMBERS

Trends in Production by States



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 135-66 (1) CONSUMER AND MARKETING SERVICE

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cucumbers - Late Summer

(Massachusetts, New York, Pennsylvania and Michigan)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage 5 percent more than in 1965)

6,560 1/ 85 513

Background statistics

1965 Prel.	6,250	5,730	81	462	6.25	2,887
1964	6,350	5,800	87	506	5.91	2,991
1959-63 Average	6,620	6,010	81	2/ 486	4.46	2,144

1/ 1961-64 average yield.

2/ Includes 26,000 hundredweight not marketed in 1963 and excluded in computing value.

Comments

The 1965 plantings of cucumbers for late summer harvest were unchanged from a year earlier in all States except Michigan, where they were six percent less than in 1964.

Dry conditions were prevalent in all areas in 1965. And periods of unusually cool weather further curtailed production in Michigan, Upstate New York and Massachusetts. While the average yield per acre in Massachusetts was equal to 1964, yields in New York and Pennsylvania were down sharply. Michigan yields were above average but a sizeable portion of the plantings were abandoned. In total, production was nearly a tenth less than in 1964 and moderately below the 1959-63 average.

Prices were favorable in early August as late summer harvest became active. The market improved steadily as it became evident that production was going to be smaller than usual. The season average price for the late summer group was moderately higher than in 1964 and well above the 1959-63 average.

Weather factors contributed to the high prices for the 1965 crop. Nevertheless, it appears that a larger acreage will be necessary to satisfy market needs in 1966.

1966 Guide

The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 11 percent more than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Eggplant - Summer

(New Jersey)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u> (planted acreage equal to 1965)						
	1,500		<u>1/</u> 131	196		
<u>Background statistics</u>						
1965 Prel.	1,500	1,500	130	195	5.40	1,053
1964	1,500	1,500	110	165	5.50	908
1959-63 Average	1,420	1,420	126	177	4.12	729
<u>1/ 1959-62 average yield.</u>						

Comments

New Jersey growers held their 1965 summer eggplant acreage equal to that of the preceding year. Early in the season, crop development was retarded by cool weather and a lack of rainfall. Conditions improved in July, however. And while yields were little better than average, they far surpassed the low yields of 1963 and 1964. Consequently, production was 18 percent larger than in 1964.

As a result of the slow start of the crop, harvest did not become active until late July. This early movement returned very high prices. The market weakened sharply in early August, however, as shipments reached peak proportions. But returns increased to moderate levels in September as volume receded from the August peak. For the season, prices averaged slightly below a year earlier, but nearly a third above the 1959-63 average.

Market needs for summer eggplant are relatively stable from year to year. In 1966, growers should be able to successfully market the production from an acreage equal to 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1959-62 average yield, will result in a production about equal to 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Lettuce - Summer

(Maine, New York, Ohio, Michigan, Wisconsin, Colorado and California)

Year	: Acreage	: Yield	:	:	:
	: Planted: For harvest:	per acre	: Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and
probable production

(planted acreage

equal to 1965)	44,200	<u>1</u> / 244	10,246		
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Background statistics

1965 Prel.	44,200	42,050	251	10,560	3.93	41,452
1964	45,500	43,050	238	10,267	3.59	36,834
1959-63 Average	50,300	48,150	212	2/ 10,182	3.50	33,264

1/ 1963-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 122 in 1959, 2,404 in 1960, 467 in 1961, 442 in 1962 and 96 in 1963.

Comments

In each of the past five years, summer lettuce growers have reduced acreage from the levels of the preceding year. Plantings in 1965 were three percent smaller than in 1964.

Offsetting this influence, however, has been a remarkable upward trend in yields per acre. Average tonnage per acre in 1965 set a new record high, and production was only moderately below the season record set in 1960 when acreage was much larger.

In spite of the size of the crop, prices were above average. Crops in the East and Midwest returned high prices. Season average prices in the West were above those of a year earlier. But low price periods of varied duration occurred in June, July and August.

An acreage equal to 1965 should be ample to fill market needs in 1966. While use of summer lettuce has grown considerably in the past decade, advances in yields per acre preclude the need for larger plantings next season.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 3 percent smaller than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Onions - Early Summer

(New Jersey, Iowa, Texas, New Mexico and Washington)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted: For harvest:</u>	<u>per acre</u> ;	<u>Production:</u>	<u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage equal to 1965)	10,050	1/ 235	2,317
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Background statistics

1965 Prel.	10,050	9,750	233	2,268	5.27	11,950
1964	9,960	9,660	240	2,317	3.15	7,297
1959-63 Average	10,780	9,680	226	2/ 2,181	3.78	8,136

1/ 1961-64 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 23 in 1959 and 50 in 1960.

Comments

Because of an increase in Texas plantings, total early summer onion acreage in 1965 was slightly larger than a year earlier. Fewer acres were planted in Iowa, New Jersey and New Mexico.

Early summer crop shipments from New Mexico were well on their way by June 1. Volume from the Trans Pecos area of Texas began in late June, and was soon followed by movement from the High Plains and Winter Garden districts. New Jersey and Washington began shipping in early July. Most of the small Iowa crop moved in late July and early August.

Late spring onion growers had reduced their acreage in 1965, limiting competition from that source. Prices were high during June and July, when the bulk of the early summer crop was shipped. The market declined gradually as the season progressed. No sharp break occurred, however, until late August, as competitive shipments became available in quantity from late summer areas. Early summer prices averaged high, above those of any year since 1956.

Competition from earlier-producing districts may be greater in 1966. But growers should find satisfactory markets for the crop from an acreage equal to 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and 1961-64 average yields by States, will result in a production 2 percent more than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Onions - Late Summer

(Massachusetts, New York, Ohio, Indiana, Illinois, Michigan, Wisconsin,
Minnesota, Iowa, Nebraska, Kansas, Idaho, Colorado, Utah,
Nevada, Washington, Oregon and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and probable production

(planted acreage 10 percent less than in 1965) 56,100

1/ 336 17,907

Background statistics

1965 Prel.	62,320	58,600	354	20,772	2.39	49,591
1964	59,750	57,270	312	17,864	2.89	51,539
1959-63 Average	58,980	56,410	329	18,574	2.61	47,970

1/ 1962-65 average yield.

Comments

Late summer onion growers increased their acreage to the highest level recorded since 1953. And while wet, cool weather delayed crops in many areas, its net influence was positive. Average yields for the season were record high -- in sharp contrast to the low yields of 1964. Consequently, production was much larger than the 1964 crop, and record high.

Growers received moderate prices as harvest began. Those States which moved most of their production early recorded satisfactory marketing seasons.

The market weakened, however, as supplies became available in greater quantity from more areas. The decline was gradual but continuous through September and October. By late October, prices were low in all major areas. No improvement was recorded by the end of the year and storage stocks on January 1, 1966 were record large.

For the season, prices averaged considerably below a year earlier. The extended period of low prices for the 1965 crop clearly reflected an excessive production. Substantially fewer supplies would adequately fill market needs in 1966. To make this adjustment, growers will have to reduce acreage.

1966 Guide

The 1966 guide is a planted acreage 10 percent smaller than in 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 14 percent smaller than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Peas - Summer

(New York and Colorado)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> :	<u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u> (planted acreage equal to 1965)						
	1,500	<u>1</u> / 39	55			
<u>Background statistics</u>						
1965 Prel.	1,500	1,450	34	<u>2</u> / 50	10.81	519
1964	1,400	1,250	38	47	10.60	498
1959-63 Average	1,620	1,530	39	60	9.65	579

1/ 1961-64 average yield.

2/ Includes 2,000 hundredweight not marketed in 1965 and excluded in computing value.

Comments

Production of green peas for fresh market in 1965 was moderately larger than a year earlier. The increase from 1964 reflected a larger acreage in Colorado. Plantings were reduced in New York, and average yields for the season were low.

In New York, harvest got under way on Long Island in early June and was largely completed by the end of the month. Picking in the Utica area was active from late June through mid-July.

The Colorado crop started slowly as a result of cool weather early in the season. Frosts in late June also affected the crop and yields there were the lowest since 1958. Colorado shipments moved mainly between mid-July and mid-August.

The limited supplies in both States returned relatively high prices.

Most peas are now consumed in canned and frozen form. Market requirements for fresh peas are limited. These needs can be met in the summer of 1966 with an acreage equal to 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 10 percent larger than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Green Peppers - Early Summer

(North Carolina, Mississippi and Louisiana)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1966 Acreage Guide and <u>probable production</u> (see 1966 guide below)	8,100		<u>1/</u> 38	309		
<u>Background statistics</u>						
1965 Prel.	8,800	8,600	39	<u>2/</u> 335	8.89	2,596
1964	7,800	7,700	38	294	9.28	2,728
1959-63 Average	7,530	7,420	37	273	8.26	2,261

1/ 1961-65 average yields by States.

2/ Includes 43,000 hundredweight not marketed in 1965 and excluded in computing value.

Comments

The sharp acreage increase in 1965 was due almost entirely to larger plantings in North Carolina.

Late May rains in both Mississippi and Louisiana and the hot weather that followed caused some scalding, but the net effect on yields was favorable. In North Carolina, yields were good -- being equal to the high level recorded in that State in 1964.

Marketings were slow in getting underway in 1965. With only light volume of competitive supplies from Florida, prices were attractive during most of June. Near the end of the month, however, the market dropped to distress levels. Some improvement occurred by mid-July, but only after a large volume had been sold at low prices. Eastern markets could not absorb the excessive supplies available from North Carolina. Average prices in Mississippi and Louisiana, however, were higher than in 1964.

Market outlets for this commodity have continued to expand. And they are likely to show further expansion in the years ahead. But North Carolina growers were overly optimistic with their large acreage increase in 1965.

1966 Guide

The 1966 guide is a planted acreage 10 percent less than in 1965 in North Carolina and equal to 1965 in all other States. Such an acreage, with normal abandonment and 1961-65 average yields by States, will result in a production 8 percent less than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Green Peppers - Late Summer

(Massachusetts, Rhode Island, Connecticut, New Jersey, Ohio,
California, New York and Michigan)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted: For harvest:</u>	<u>per acre</u>	<u>: Production:</u>	<u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)
<u>1966 Acreage Guide and probable production</u>				
(planted acreage equal to 1965)	18,050	<u>1/</u> 94	1,680	
<u>Background statistics</u>				
1965 Prel.	18,050	17,700	96	1,699 7.57 12,861
1964	17,750	17,400	93	1,610 7.43 11,970
1959-63 Average	19,360	18,850	92	1,743 6.12 10,645
<u>1/ 1962-65 average yield.</u>				

Comments

Total 1965 acreage was slightly larger than in 1964. The increase was due to larger plantings in New Jersey. Acreages in all other States were unchanged from 1964.

Most crops developed favorably. Rains in late June and in July provided adequate moisture in the East and Midwest. Conditions were generally good in California. Average yields were above 1964 in most States.

Prices were high during most of July as harvesting began in New Jersey and Ohio. Returns declined near the end of the month, but were still moderate. Through the most active part of the season, August and September, prices were favorable.

In California, returns were moderate in mid-September, rose to a fairly high level late in the month, and remained stable through October. The season average price for the entire group was the highest recorded in the past decade.

Market requirements for late summer supplies in 1966 are expected to be about the same as in 1965. These requirements can be satisfied from an acreage equal to 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 1 percent less than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Spinach - Summer

(Colorado)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 15 percent more than in 1965)	2,300	<u>1</u> / 54	114			
<u>Background statistics</u>						
1965 Prel.	2,000	1,800	50	90	11.00	990
1964	2,400	2,200	55	121	5.80	702
1959-63 Average	2,460	2,240	53	119	5.54	662
<u>1/</u> 1960-64 average yield.						

Comments

Summer spinach acreage in 1965 was reduced to the lowest level since 1959. Furthermore, unfavorable weather interfered with crop development. Yields were below average and a larger than normal acreage was abandoned. These factors combined to result in a relatively small crop.

Light shipments moved in June, and although volume increased in July, it failed to reach normal summer levels. Heavy rains interfered with harvest in mid-summer and added to the influence of the acreage reduction.

The scarcity of supplies was clearly reflected in the market. Prices for Colorado summer spinach in 1965 were extremely high, nearly twice as high as the average prices received in the years 1959-63.

Under normal conditions, growers should be able to successfully market a substantially larger crop in 1966. Although higher yields could be expected under normal conditions, a larger acreage appears desirable.

1966 Guide

The 1966 guide is a planted acreage 15 percent more than in 1965. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 27 percent larger than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia,
North Carolina, Kentucky, Tennessee, Alabama, Arkansas and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage 5 percent more than in 1965) 43,200

1/ 121 5,175

Background statistics

1965 Prel.	41,180	40,780	122	<u>2</u> / 4,966	8.87	43,254
1964	42,650	42,250	121	5,114	8.62	44,104
1959-63 Average	43,310	43,070	119	5,131	7.36	37,808

1/ 1961-65 average yield.

2/ Includes 88,000 hundredweight not marketed in 1965 and excluded in computing value.

Comments

Early summer tomato production in 1965 was slightly smaller than that of a year earlier. The reduction reflected a cut in acreage, principally in California. Average yields were a little higher than in 1964.

In California, which produced 40 percent of the 1965 early summer crop, light harvest was underway by early June. Shipments from that State reached a summer peak in the second half of July as harvest was in full swing in the Merced and Cutler-Orosi districts. Western prices were high in June and early July and declined to moderate levels in late July and August.

Arkansas reached peak volume in late June. Virginia, Maryland and New Jersey all shipped heavily during July -- peak movement from Virginia was reached in mid-July and heaviest shipments from New Jersey and Maryland occurred at the end of the month. Prices in the East were very high in June and early July and later held mostly at moderate levels. For the season, early summer tomato prices averaged at the highest level of the decade.

In 1966, early summer markets should be able to successfully absorb more fresh-market tomatoes than were produced in 1965. With average yields, a larger acreage will be required.

1966 Guide

The 1966 guide is a planted acreage 5 percent larger than in 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 4 percent larger than in 1965.

1966 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania,
 Ohio, Indiana, Illinois, Michigan, Colorado, Washington,
 Oregon, North Carolina and New Mexico)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and
probable production

(planted acreage 5 percent

more than in 1965) 29,700 1/ 109 3,140

Background statistics

1965 Prel.	28,250	27,350	111	3,036	7.52	22,820
1964	28,050	27,270	106	2,881	7.41	21,336
1959-63 Average	31,270	30,150	105	3,159	6.08	19,177

1/ 1962-65 average yield.

Comments

The 1965 marketing season was unusually good for late summer tomatoes. Growers produced a moderate-sized crop and good harvest timing minimized supply bunching. These factors contributed to high prices.

Total value of the crop was the highest recorded since 1957. And the combination of good yields and prices resulted in an unusually high gross value per acre.

Dry weather during the early part of the growing season delayed crops in Michigan, New York and Pennsylvania. These States together produced nearly half of the 1965 late summer crop. This delay contributed to the success of the season. Michigan harvest did not reach a peak until late August -- Pennsylvania and New York moved their heaviest volume in September. Thus, little overlap occurred with shipments from early summer growing areas.

Yields were high in 1965 and markets absorbed the crop at high prices. With average yields in 1966, a larger acreage will be needed to supply potential outlets.

1966 Guide

The 1966 guide is a planted acreage 5 percent larger than in 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 3 percent larger than in 1965.

1966 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Early Summer

(South Carolina, Georgia and Arizona)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and
probable production

(planted acreage equal to 1965)	10,900	<u>1/</u> 51	550
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Background statistics

1965 Prel.	10,900	10,600	52	554	3.65	2,024
1964	10,950	10,950	51	561	4.25	2,384
1959-63 Average	12,800	12,780	51	2/ 653	3.94	2,554

1/ 1963-65 average yield.

2/ Includes 34,000 hundredweight not marketed in 1962 and excluded in computing value.

Comments

Total plantings in 1965 were reduced slightly, continuing the downward trend evident during the past decade. South Carolina reported a sharp decrease in acreage, which offset gains in Georgia and Arizona plantings.

Dry weather hampered crop development in Georgia. In Arizona, cold temperatures contributed to below-average yields. Total production was down slightly from 1964, and was 15 percent below the 1959-63 average.

Light picking of the early summer crop began in June. Harvest was most active during late June and July. Because cool weather had delayed crop maturity, shipments of spring melons from the West coincided with the start of active movement from the southeastern States. The competitive western shipments depressed prices for southeastern melons.

In 1966, competitive volume from spring producing areas may not be as great as in 1965. A crop about as large as was produced in 1965 should return satisfactory prices.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 1 percent smaller than in 1965.

1966 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Mid-Summer

(Indiana, Illinois, Iowa, Missouri, Delaware, Maryland, North Carolina,
Arkansas, Oklahoma, Texas, New Mexico, California and Alabama)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For harvest:</u>	<u>per acre</u>	<u>Production:</u>	<u>Price ; Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and
probable production

(planted acreage equal to 1965)	59,550	<u>1/</u> 116	6,770
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Background statistics

1965 Prel.	59,550	58,300	113	6,581	4.66	30,637
1964	62,200	61,500	118	7,281	4.01	29,201
1959-63 Average	67,090	65,700	109	2/ 7,149	4.05	28,827

1/ 1963-65 average yield.

2/ Includes 129,000 hundredweight not marketed in 1962 and excluded in computing value.

Comments

Mid-summer cantaloup acreage has declined each year since 1962. Reductions in California plantings have more than offset gains in Texas.

Cool weather delayed the crop on the west side of the San Joaquin Valley. But crops developed normally in most other areas and average yields were obtained. Total production was a tenth below 1964 and the smallest since 1959.

Texas harvest started in late June and was active through August. Kern County, California shipments peaked in mid-July. Heaviest movement from the San Joaquin Valley occurred in late July and early August. Midwestern harvest was active by mid-July. In Maryland and Delaware, picking was widespread by early August.

The cool weather in California resulted in gradual maturing of the crop, and market gluts were prevented. The season average price was record high.

A bigger crop of cantaloups could be absorbed successfully in 1966, providing maturity and shipments are well timed. With average yields, a larger volume would be harvested on an acreage equal to 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 3 percent above 1965.

1966 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Late Summer

(New York, New Jersey, Ohio, Michigan, Kansas,
Colorado, Washington and Oregon)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and
probable production

(planted acreage

equal to 1965) 13,400 1/ 84 1,024

Background statistics

1965 Prel.	13,400	11,950	82	974	4.96	4,830
1964	13,700	12,700	84	1,066	4.61	4,918
1959-63 Average	14,790	13,640	84	1,141	3.53	4,022

1/ 1963-65 average yield.

Comments

Cantaloup acreage for late summer harvest has been reduced each year since 1960. In 1965, the decrease was concentrated in Colorado.

Cool, dry weather checked vine growth in New York. Timely rains in Michigan offset early season dryness. Extremes in moisture availability were responsible for a low per-acre yield in Kansas. Total production in 1965 declined to a record-low level and was nine percent below 1964.

All producing areas reported above-average prices for late summer cantaloups. The moderate late summer volume, combined with the orderly flow of shipments from the competing mid-summer California harvest, contributed to the strong market.

In 1966, growers may encounter less favorable harvest timing and a greater volume of competing shipments. Nevertheless, outlets should absorb a moderately larger production at satisfactory prices.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 5 percent above 1965.

1966 Acreage-Marketing Guides
Summer Melons for Fresh Market

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi,
Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> :	<u>Value</u>	
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1966 Acreage Guide and probable production (planted acreage equal to 1965)	220,000		1/ 76	15,884			
<u>Background statistics</u>							
1965 Prel.	220,000	207,300	77	2/ 15,976	1.33	21,135	
1964	211,100	203,000	75	2/ 15,195	1.51	22,926	
1959-63 Average	232,600	210,100	76	2/ 16,035	1.35	21,328	

1/ 1962-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 70 in 1959, 147 in 1960, 540 in 1962, 466 in 1963, 47 in 1964 and 45 in 1965.

Comments

The downward trend in early summer watermelon acreage halted in 1965. All States except California and South Carolina increased plantings.

In spite of extremely dry weather in the Southeast, average yields developed following timely rains. Mid-May rains helped dryland fields in south Texas, but damaged vines in central and eastern areas. Cold nights delayed the Arizona crop. Total early summer production was five percent above 1964, but slightly below the 1959-63 average.

Market need for early summer supplies was reduced because of a heavy overlap with Florida and California spring-crop shipments. Both areas shipped supplies until well into July. In addition, competitive volume from late summer areas was substantial. Returns from early summer sales averaged substantially below the level of a year earlier.

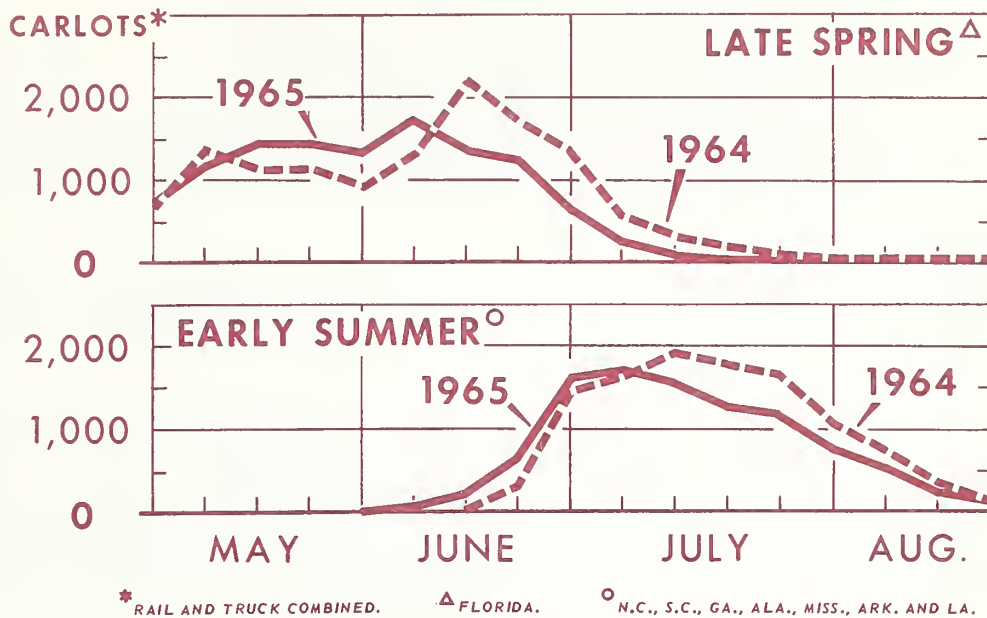
In 1966, producers should expect the usual sharp competition from spring-crop shipments and widespread late summer crops. But with good harvest timing, they should be able to find outlets for the crop from an acreage equal to 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 1 percent less than in 1965.

WATERMELON SUPPLIES

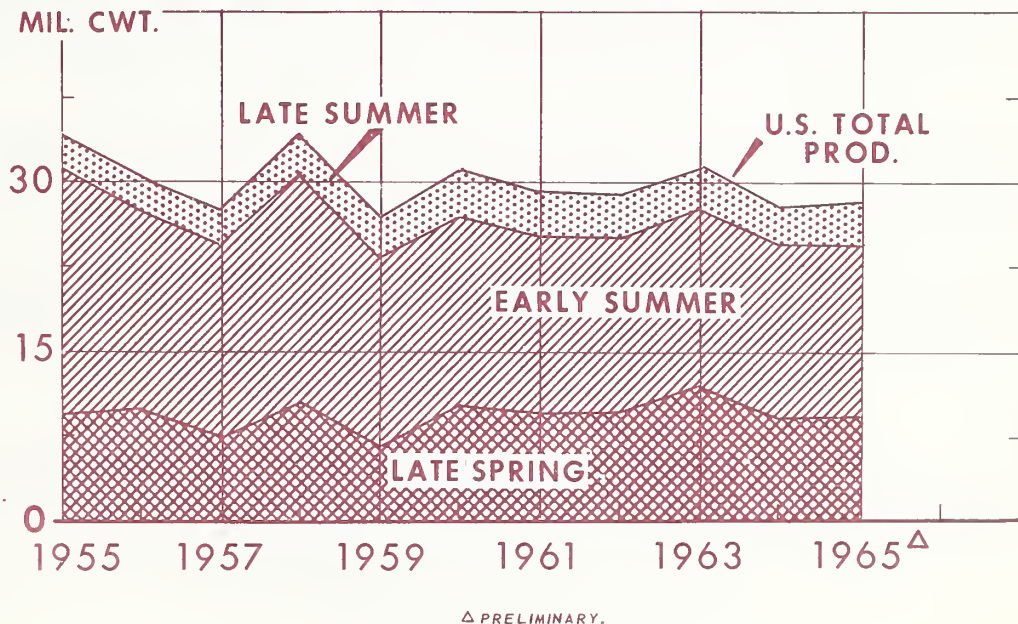
Unloads at 41 Cities



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 143-66 (1) CONSUMER AND MARKETING SERVICE

WATERMELONS SEASONAL PRODUCTION



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 112-65 (12) CONSUMER AND MARKETING SERVICE

1966 Acreage-Marketing Guides
Summer Melons for Fresh Market

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,
Maryland, Virginia, Oregon and Washington)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u> (planted acreage equal to 1965)						
	32,900		<u>1/</u> 122	3,934		
<u>Background statistics</u>						
1965 Prel.	32,900	31,800	128	4,063	1.34	5,452
1964	32,200	32,000	113	3,601	1.26	4,543
1959-63 Average	33,010	32,710	124	<u>2/</u> 4,065	1.22	4,913

1/ 1963-65 average yield.

2/ Includes 144,000 hundredweight not marketed in 1960 and excluded in computing value.

Comments

Total plantings were increased slightly in 1965. Missouri, Indiana, Illinois and Delaware contributed most of the increase.

In spite of poor early season prospects, the crop in Indiana developed well. But frequent rains in Virginia resulted in some acreage loss and reduced yields. A large volume was harvested in Missouri before a late summer drought cut production. High yields were obtained in Washington and Oregon, and in both States, production was substantially above year-earlier levels.

Although total production was 13 percent above 1964, prices averaged higher. This was due partly to the generally good quality of shipments, and partly to weather problems which were expected to reduce supply for markets.

In 1966, growers can expect more competition from early summer shipments. But with normal harvest timing, the production from an acreage as large as in 1965 should move into markets with little difficulty.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 3 percent smaller than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Snap Beans - Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Mississippi, Louisiana and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage 5 percent more than in 1965) 13,300 1/ 44 544

Background statistics

1965 Prel.	12,700	11,700	44	<u>2</u> / 518	10.50	5,419
1964	13,550	12,250	43	<u>2</u> / 521	10.60	5,479
1959-63 Average	14,860	13,550	42	573	9.36	5,347

1/ 1962-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 4 in 1964 and 2 in 1965.

Comments

Planted acreage of early fall snap beans in 1965 was down six percent from 1964. The decrease was concentrated in Virginia.

A late September hurricane had a material influence on the 1965 crops in Mississippi and Louisiana. Consequently, yields in both States were below average. But crops in most other States fared better and the group average yield was normal.

Marketings were unusually light as the New Jersey harvest got underway in early September. Prices dropped off sharply midway through the month, and a small portion of the crop was abandoned. Markets improved later in the month, however, and prices ranged from moderate to fairly high levels in late October. Average prices in Virginia, North Carolina and South Carolina were above normal, but below the high levels of 1964.

An adequate supply for 1966 will require a larger acreage than that of 1965.

1966 Guide

The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 5 percent more than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Snap Beans - Late Fall

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> : <u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> : <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and
probable production

(planted acreage

equal to 1965) 11,500 1/ 38 393

Background statistics

1965 Prel.	11,500	8,900	36	316	11.22	3,545
1964	12,800	11,100	40	<u>2</u> / 449	9.85	4,106
1959-63 Average	13,760	12,060	35	<u>2</u> / 428	10.13	4,141

1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1961 and 32 in 1964.

Comments

After a sharp increase in 1964, plantings for 1965 were reduced a tenth. All of the change occurred in Florida, where more than 95 percent of late fall snap bean acreage is grown.

Texas early-season weather was unfavorably warm, but conditions improved in October. The yield per acre and production there were equal to 1964.

Northern and central Florida crops progressed normally through late September and early October. There was some hurricane loss in Dade County, but other areas were not affected. In mid-October, however, heavy rains seriously damaged the Pompano crop. Florida yields were substantially below a year earlier, and considerable acreage was lost. Total late fall production was 30 percent below 1964 and more than a fourth below the 1959-63 average.

Prices for Everglades and Plant City area shipments were high as active movement began in early November. They continued high as shipments started from Pompano and Dade County areas. Prices in Texas averaged below 1964.

Total market needs have shown very little change in recent years. An acreage equal to 1965 should produce adequate volume for 1966.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 24 percent more than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Broccoli - Fall

(New York, New Jersey, Pennsylvania, Virginia,
Washington, California and Oregon)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and
probable production

(planted acreage equal to 1965)	22,500	<u>1</u> / 50	1,114
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Background statistics

1965 Prel.	22,500	22,300	50	1,104	8.55	9,440
1964	22,900	22,700	50	1,128	8.12	9,154
1959-63 Average	23,660	23,540	47	1,114	8.04	8,939

1/ 1960-64 average yield.

Comments

New York acreage in 1965 was one-third less than in 1964. And there was a small reduction in Oregon plantings. But increases in New Jersey and California were largely offsetting, and the total acreage for the 1965 fall season was not much different than in 1964.

Production in New Jersey and California reflected the increased acreages in these areas. But with smaller crops in other western States and in New York, total 1965 fall production was two percent less than in 1964.

Movement to fresh market outlets followed the usual pattern. Marketings from New Jersey and Pennsylvania were active during October. Moderate volume continued from New Jersey into November. The bulk of California supplies moved to freezers during much of the season. Nevertheless, California was the main source for fall fresh market supplies. Prices were generally above average.

Although freezer demand may not be as strong as it was in 1965, there should be adequate outlets in 1966 for a total fall production about as large as the 1965 crop.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 1 percent more than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L.I.), New York, (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: <u>Acreage</u> :		Yield :	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1965) 32,300

1/ 264 8,186

Background statistics

1965 Prel.	34,010	32,340	279	<u>2/</u> 9,017	1.41	12,424
1964	32,890	31,370	249	7,822	2.30	18,019
1959-63 Average	32,730	31,430	256	<u>2/</u> 8,062	1.71	13,540

1/ 1963-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded
in computing value: 47 in 1960 and 231 in 1965.

Comments

Low inventories of kraut and high fresh-market prices in the preceding
season prompted early fall cabbage growers to increase acreage in 1965.

The effect of the larger acreage was compounded by the prevalence of high
yields. The resulting production of more than nine million hundredweight was
15 percent larger than the 1964 crop and the largest since 1956.

This quantity exceeded market needs, despite the larger needs of kraut
packers. Unusually-large head sizes added to the marketing problem. Prices
were low as shipments became active in early September. Availability of heavy
supplies gave no incentive for market improvement through the rest of the year.
On January 1, 1966, Upstate New York still had much of its crop in storage, a
quantity more than a third above average for the date.

Yields in 1966 may not equal the high levels of 1965. Nevertheless, acre-
age must be reduced in order to avoid recurrence of the marketing conditions of
1965.

1966 Guide

The 1966 guide is a planted acreage 5 percent smaller than in 1965. Such
an acreage, with normal abandonment and a 1963-65 average yield, will result in
a production 9 percent smaller than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cabbage - Late Fall

(Virginia, North Carolina and South Carolina)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 5 percent less than in 1965)	2,700		<u>1/</u> 141	381		
<u>Background statistics</u>						
1965 Prel.	2,800	2,800	144	403	1.97	795
1964	2,650	2,650	129	343	2.64	905
1959-63 Average	3,550	3,530	123	<u>2/</u> 423	1.92	753

1/ 1961-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 64 in 1962 and 42 in 1963.

Comments

Late fall cabbage acreage was increased in 1965, interrupting the downward trend which has occurred in recent years. All of the increase was made in North Carolina.

Although dry weather retarded plant growth in some areas, yields averaged at high levels. Production for the group exceeded the 1964 total by 17 percent. This increase did not help the marketing picture.

With heavy supplies available from the large early fall crop, outlets were not receptive to the increased late fall volume. Prices for late fall supplies averaged considerably below the high levels of 1964.

Late fall-grown cabbage will continue to meet strong competition from both early fall and winter crop supplies. An acreage reduction in 1966 would improve prospects for a satisfactory marketing situation next fall.

1966 Guide

The 1966 guide is a planted acreage 5 percent smaller than in 1965. Such an acreage, with no abandonment and a 1961-63 average yield, will result in a production 5 percent smaller than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Carrots - Early Fall

(Massachusetts, New York, Pennsylvania, Illinois, Michigan, Wisconsin,
Minnesota, Texas, New Mexico, Washington, Oregon and Connecticut)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u> (planted acreage equal to 1965)						
	22,750		<u>1/</u> 278	5,945		
<u>Background statistics</u>						
1965 Prel.	22,750	21,270	289	6,144	2.79	17,135
1964	21,420	19,980	265	5,289	2.80	14,796
1959-63 Average	21,330	19,960	269	5,361	2.29	12,280
<u>1/ 1961-65 average yield.</u>						

Comments

Many early fall States had larger acreages in 1965 than in 1964. Total plantings were up six percent from a year earlier. The biggest change occurred in Wisconsin, where acreage was nearly a third larger than in 1964.

Conditions were more favorable for carrot production than they had been in 1964. Average yields were nearly as high as the 1962 record. The total quantity produced in 1965 was much larger than in 1964, and 15 percent more than the 1959-63 average.

The early fall marketing season got off to a good start in 1965. Prices were high for early marketings through most of August. While returns were lower than a year earlier in late September and early October, they remained moderate. Rains and wet field conditions in midwestern areas provided some lift to the market during September and October, but strong processor demand was an important feature in 1965. Season average prices were well above year-earlier levels in the Northeast, and in Michigan and Wisconsin in the Midwest, although in Illinois and Minnesota they were lower than in 1964. The group average price was about equal to 1964.

In 1966, competition for markets may be stronger than it was in 1965. An acreage equal to 1965 would provide an adequate supply.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 3 percent less than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Carrots - Late Fall

(California)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage equal to 1965)	7,100		<u>1/</u> 301	2,137		
<u>Background statistics</u>						
1965 Prel.	7,100	7,100	290	2,059	3.61	7,423
1964	7,600	7,600	285	2,166	3.77	8,159
1959-63 Average	8,220	8,220	303	2,487	3.55	8,850
<u>1/</u> 1960-64 average yield.						

Comments

In 1965, late fall carrot acreage in California was down moderately from 1964, although it was larger than in 1963 when an extreme cutback occurred. Production was a little smaller than in 1964.

Harvesting was fairly active by September 1, with most supplies coming from the important Salinas-King City area. Movement from this area increased in October and good volume was available through late December. Harvest in Los Angeles County also was active by late October and shipments from the Santa Maria-Guadalupe and Stockton districts continued into November.

The price pattern for California marketings was somewhat in reverse of the preceding season. Through June and July, prices were fairly high, but they dropped to a moderate level by mid-August. During the main part of the fall season, prices remained relatively stable -- as they had in 1964, but at a lower level. The season average price was less than in 1964 but a little higher than average.

Competition from early fall producing States in the East and Midwest will continue strong. Nevertheless, outlets should be adequate in 1966 for the production from an acreage equal to 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production 4 per cent larger than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cauliflower - Early Fall

(New York (L. I.), New Jersey, Ohio, Michigan, Oregon and Wisconsin)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For harvest:</u> :	per acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1966 Acreage Guide and probable production

(planted acreage 5 percent more than in 1965)

5,750 1/ 94 508

Background statistics

1965 Prel.	5,480	5,320	99	526	7.29	3,832
1964	5,190	4,940	90	443	7.66	3,394
1959-63 Average	7,560	6,380	88	562	6.56	3,666

1/ 1962-65 average yield.

Comments

Larger plantings in Oregon were mainly responsible for the increased early fall acreage in 1965. Total plantings were up six percent from 1964.

While yields in all States were higher than in 1964, New York and Michigan crops were delayed by adverse weather during August and September. In early September, only light supplies were available. And, as active harvesting in Long Island, New York areas was about to begin, the weather became extremely hot and humid. The resulting advancement in maturity sharply reduced potential marketings and interrupted the flow of supplies from that area through much of October.

Movement did not reach seasonally heavy proportions until late October. Auction prices dipped to moderate levels for a short time but improved steadily in November. They were quite high as the Long Island season closed in mid-December. Most eastern and midwestern States reported season average prices equal to or higher than in 1964. The group average, however, was lower than in 1964.

Total early fall production was nearly a fifth larger than the small 1964 crop, but below average. Most of the increase over 1964 was in production for processing; production for fresh market sale was up slightly.

1966 Guide

The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 3 percent less than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cauliflower - Late Fall

(California)

Year	: Acreage :	Yield :	:	:	:	:
	: Planted: For harvest:	per acre	: Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 5 percent more than in 1965)	7,400	<u>1/</u> 105	777			
<u>Background statistics</u>						
1965 Prel.	7,000	7,000	105	735	7.46	5,486
1964	8,400	8,400	100	840	7.37	6,192
1959-63 Average	7,520	7,520	101	762	6.30	4,838
<u>1/</u> 1961-64 average yield.						

Comments

Despite a relatively successful season in 1964, the acreage of late fall cauliflower in California was cut sharply in 1965. Plantings were 17 percent less than in 1964. The largest reduction occurred in the San Francisco Bay area, but there also were fewer acres planted in the Salinas-Watsonville area and in southern California.

Crops made normal progress through September, October, and most of November. But excessive rains in late November slowed development. Average yields, however, were normal.

Although the market for California supplies during October and early November was not as strong as in 1964, prices were moderate. There was some price improvement in the last week of November as volume from Long Island, New York became light. By mid-December, prices were high as bad weather restricted harvesting. The season average price was a little higher than in 1964. This was more than offset, though, by the smaller volume, and total crop value was down substantially.

Fresh-market cauliflower usage has declined in recent years. But, with a normal harvest schedule, adequate fresh and processing market outlets should be available for a larger volume of late fall cauliflower than was produced in 1965.

1966 Guide

The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with no abandonment and a 1961-64 average yield, will result in a production 6 percent more than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Celery - Early Fall

(Massachusetts, Pennsylvania, Ohio and Michigan)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	: <u>Planted</u> :	: <u>For harvest</u> :	: <u>per acre</u> :	: <u>Production</u> :	: <u>Price</u> :	: <u>Value</u>
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage equal to 1965)	1,550		<u>1/</u> 322	474		
<u>Background statistics</u>						
1965 Prel.	1,550	1,350	317	428	4.55	1,949
1964	1,750	1,650	298	491	4.50	2,210
1959-63 Average	1,930	1,830	326	601	3.43	2,022
<u>1/</u> 1962-65 average yield.						

Comments

Successive reductions in acreage, which have been concentrated in Michigan, have occurred each year since 1961. The total acreage planted in 1965 was 11 percent below 1964.

The 1965 crop developed well, and yields were up from the below-normal levels of a year earlier. Total production, however, was record small and 13 percent below 1964. Two-thirds of the seasonal tonnage was harvested in Michigan.

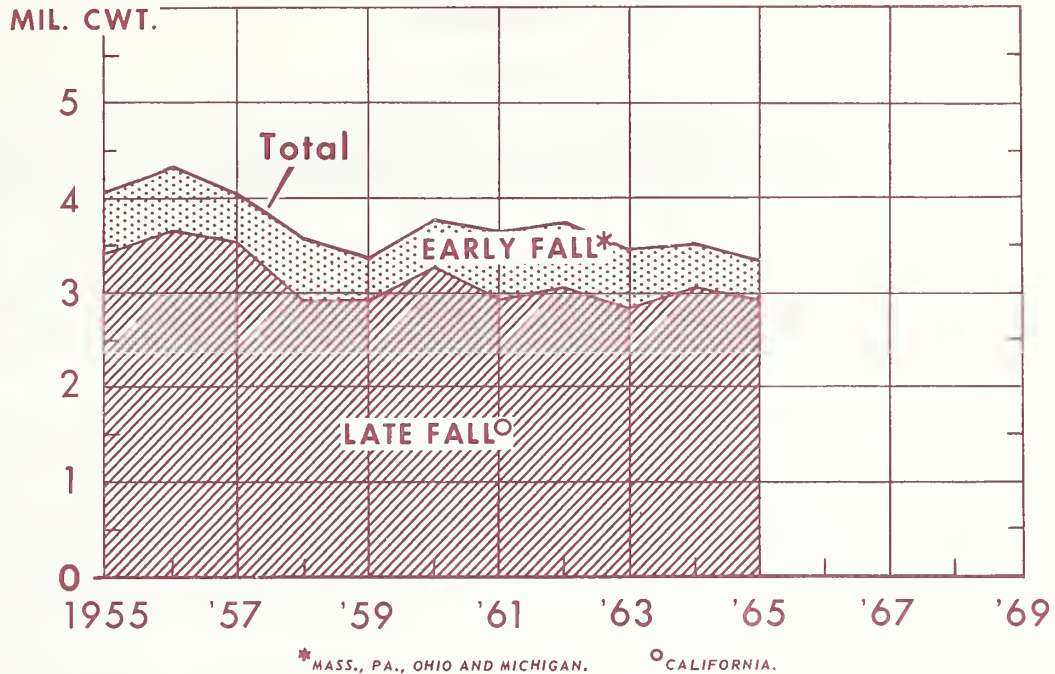
Cutting in Pennsylvania was underway early in August. In other States, harvest had started or was active by September 1. Competitive volume from summer producing areas, particularly New York, was somewhat greater than a year earlier. Nevertheless, the small Massachusetts crop sold at a much higher price compared with 1964. But in Pennsylvania and Ohio, prices averaged moderately below 1964. And in spite of smaller production, the average price in Michigan was down slightly. Total crop value was down sharply from 1964.

In 1966, markets should be able to absorb a larger supply of early fall celery than was shipped in 1965. With normal abandonment and average yield, a sufficient increase in production would result from an acreage equal to that in 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 11 percent above 1965.

FALL CELERY PRODUCTION



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 142-66 (1) CONSUMER AND MARKETING SERVICE

Both early and late fall celery growers reduced acreage in 1965. And although yields in the early fall States exceeded those of the preceding year, total fall production was moderately smaller than in 1964. California, represented above as late fall production, accounted for about seven-eighths of the total fall crop. Early fall output in the East and Midwest continued the downward trend which has been evident for many years.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Celery - Late Fall

(California)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> : <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>					
(planted acreage 5 percent more than in 1965)	5,900	<u>1</u> / 519	3,062		
<u>Background statistics</u>					
1965 Prel.	5,600	5,600	520	2,912	4.50 13,104
1964	5,800	5,800	525	3,045	4.05 12,332
1959-63 Average	6,540	6,540	469	3,006	3.46 10,349
<u>1</u> / 1961-65 average yield.					

Comments

Both early and late fall celery crops were below-average size in 1965. The drop in production, coupled with favorable harvest timing, resulted in a high average price and a near-record value of sales for late fall marketings.

California growers trimmed acreage slightly in 1965. Yield per acre was down also, and total production was four percent below 1964. Cutting in the Santa Maria-Oceano and Salinas-Watsonville areas was active by early September and continued into late fall. Late in November, heavy rains slowed harvest and shipments were reduced.

Competitive supplies originating in Michigan were below average. Shipments from the 1966 winter crop in Florida were light until the latter part of the fall shipping season.

A larger volume of competitive supplies may be shipped in the 1966 season. But, markets should absorb satisfactorily the production from a late fall acreage larger than that of 1965.

1966 Guide

The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with no abandonment and a 1961-65 average yield, will result in a production 5 percent more than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Sweet Corn - Fall

(Florida and California)

Year	: <u>Acreage</u> :		Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	:	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u>							
(planted acreage equal to 1965)	13,400		<u>1</u> / 51	642			
<u>Background statistics</u>							
1965 Prel.	13,400	12,900	50	649	5.36		3,476
1964	13,600	12,400	46	568	5.47		3,108
1959-63 Average	11,760	10,600	56	<u>2</u> / 595	4.95		2,873

1/ 1962-65 average yield.

2/ Includes 33,000 hundredweight not marketed in 1959 and excluded in computing value.

Comments

Acreage changes in California and Florida in 1965 were substantial but were almost offsetting. Hurricane "Betsy" caused some damage to plants in the Florida Everglades. But most of the fields recovered, and yields were satisfactory. Total production was 14 percent above 1964. The increase in production was concentrated in California where the crop was 36 percent larger than the previous year.

Light shipments from Kern, Los Angeles and Orange Counties in California began early in October. The Coachella Valley harvest was active by early November. Picking in Florida was underway by mid-October. Some acreages in Florida, replanted after the hurricane, reached maturity late in November and shipments bunched in the last week in November. For the season, price averages were high. Crop value in Florida increased to a new high.

With average growing conditions in 1966, an acreage equal to 1965 would produce a crop adequate for market outlets.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 1 percent less than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cucumbers - Early Fall

(Virginia, South Carolina, Georgia, Louisiana, California and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted; For harvest</u> :	: <u>per acre</u> :	: <u>Production</u> :	: <u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage 5 percent less than in 1965) 8,020

1/ 90

700

Background statistics

1965 Prel.	8,440	8,240	92	754	5.86	4,419
1964	7,500	7,250	92	665	6.59	4,383
1959-63 Average	7,920	7,640	83	636	4.75	3,011

1/ 1963-65 average yield.

Comments

All early fall producing States except Georgia and California had substantially larger plantings in 1965 than a year earlier. The sharpest increase occurred in South Carolina where plantings were 40 percent larger than in 1964.

Some Louisiana fields were damaged heavily by a hurricane at the height of the harvesting season. But over-all, the loss was not extensive. Crops in other States made generally good to excellent growth in 1965. In total, the group average yield was equal to the high level of 1964.

The large 1965 production was marketed with considerable difficulty. In mid-September, Virginia supplies sold at fairly high prices. And although there was considerable decline by the end of the month, prices were still moderate in early October. But prices declined to low levels in mid-October as the bulk of the relatively large South Carolina crop was marketed in competition with remaining supplies from Virginia and active movement from early Florida areas.

With a normal pattern of movement in 1966, a smaller early fall acreage would improve the chance for a favorable balance between supplies and market needs.

1966 Guide

The 1966 guide is a planted acreage 5 percent less than in 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 7 percent less than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cucumbers - Late Fall

(Florida)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	:Planted:For harvest: per acre :Production: Price : Value					
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 5 percent less than in 1965)	6,500	<u>1/</u> 122	714			
<u>Background statistics</u>						
1965 Prel.	6,800	6,200	115	713	4.85	3,458
1964	6,900	6,100	120	732	5.00	3,660
1959-63 Average	6,500	5,640	117	<u>2/</u> 658	5.76	3,346

1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 80 in 1959, 56 in 1960, 79 in 1961, 35 in 1962 and 27 in 1963.

Comments

Most fields in the important Wauchula and Ft. Myers areas developed well in 1965. Harvest in the Wauchula area was underway by late September and there was some movement from the Ft. Myers area by mid-October. In the Pompano-Martin County area, however, adverse weather curtailed production. While damage from the September hurricane was not extensive, heavy rains and flooding during the latter half of October sharply reduced yields. Consequently, the State average yield was less than in 1964. And, despite a larger acreage for harvest, total production in Florida was a little smaller than in 1964.

Movement from Florida was active by late October. Prices were high as the season began, but declined as volume increased. Returns during most of November were low. Supplies were reduced in early December by cold weather and the beginning of the seasonal decline in production. Prices reached high levels by mid-December and continued fairly stable at these levels during the remainder of the season.

Even though 1965 production was limited by unfavorable weather, considerable marketing difficulty occurred. If the full yield potential is realized in 1966, a smaller acreage would provide an adequate volume.

1966 Guide

The 1966 guide is a planted acreage 5 percent less than in 1965. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production equal to 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Eggplant - Fall

(Florida)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage equal to 1965)	850		<u>1/</u> 133	104		
<u>Background statistics</u>						
1965 Prel.	850	750	135	101	6.50	656
1964	1,100	950	140	<u>2/</u> 133	5.30	588
1959-63 Average	1,060	930	109	<u>2/</u> 100	6.06	564

1/ 1963-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 14 in 1961 and 22 in 1964.

Comments

Unfavorable weather affected crop development in 1965. In September, Hurricane "Betsy" whipped plants in the Pompano area. Heavy rains in mid-October interfered with field activity, but plants recovered remarkably well. Although average yields fell short of the record high established in 1964, they were very good. Production was considerably below 1964 but about equal to average.

Harvesting of the small north Florida crop started in late September. Light picking in the Pompano area also began at that time, but shipments did not reach volume proportions until late October. Prices were high through most of November -- declined to relatively low levels briefly in late November and early December -- then recovered to moderate levels by mid-December. For the season, returns averaged above any year since 1960 and total crop value was considerably above average.

Market needs for fall eggplant change little from year to year. With normal abandonment and yields, the production from an acreage equal to 1965 would be ample for prospective requirements in 1966.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 3 percent larger than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, Washington,
Oregon and California)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	: Planted:	For harvest:	per acre	: Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage equal to 1965)	36,230		<u>1/</u> 178	6,320		
<u>Background statistics</u>						
1965 Prel.	36,230	35,230	186	6,567	4.80	31,542
1964	37,800	36,800	170	6,263	3.96	24,798
1959-63 Average	33,860	32,920	160	<u>2/</u> 5,271	4.10	21,509

1/ 1964-65 average yield.

2/ Includes 25,000 hundredweight not marketed in 1961 and excluded in computing value.

Comments

Early fall lettuce acreage in 1965 was cut moderately from the level of a year earlier. All of the reduction took place in California -- several other States increased plantings. New Mexico more than doubled its 1964 acreage.

Heavy rains in the Hereford area of Texas caused considerable acreage abandonment -- a fifth of the acreage planted in that State did not reach harvest. On the other hand, yields were satisfactory in all areas, and very high in California and Oregon. This more than offset the acreage reduction. Total production exceeded 1964 by five percent and was the largest since 1952.

Prices for lettuce were low in early August but improved later in the month. The market continued fairly steady at moderate levels through September and most of October. High prices were recorded in late October. For the season, prices were above average in all States.

Good harvest timing contributed to the success of the 1965 marketing season. Normally, lettuce prices fluctuate more widely during the fall months, reflecting variations in supply availability.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1964-65 average yield, will result in a production 4 percent smaller than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Lettuce - Late Fall

(Arizona)

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> :	<u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u>						
(planted acreage equal to 1965)	19,200	<u>1</u> / 170	3,264			
<u>Background statistics</u>						
1965 Prel.	19,200	19,200	170	3,264	4.85	15,830
1964	17,900	17,900	155	2,774	6.10	16,921
1959-63 Average	20,920	20,460	165	3,379	4.88	16,324
<u>1</u> / 1960-62 average yield.						

Comments

Arizona fall lettuce growers increased acreage moderately in 1965, following very successful marketing seasons in 1963 and 1964. Furthermore, yields were much better than those of a year earlier, when rains and cold weather retarded the crop. As a result, 1965 production was 18 percent larger than in 1964.

Harvest started in the Willcox area in mid-September. In the Aguila district, cutting began in mid-October -- active harvest followed in the Salt River Valley about a week later. Prices ranged from moderate to high levels from late September through October. In November and December, however, prices fluctuated widely. Most of the Arizona fall crop was shipped during November and December and the season average price was moderate.

The acreage increase which was made in 1965 was fully adequate to provide the production necessary to fill requirements. An equal acreage in 1966 would amply supply market needs next fall.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1960-62 average yield, will result in a production equal to 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Green Peppers - Fall

(Virginia, Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	: Planted: For harvest:	per acre	: Production:	Price	:	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000	cwt.)

1966 Acreage Guide and
probable production

(planted acreage equal to 1965)	7,900		<u>1/</u> 85	604		
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Background statistics

1965 Prel.	7,900	6,900	77	531	11.14	5,914
1964	7,900	6,900	96	<u>2/</u> 663	9.35	6,040
1959-63 Average	7,250	6,640	75	498	9.63	4,651

1/ 1961-65 average yield.

2/ Includes 17,000 hundredweight not marketed in 1964 and excluded in computing value.

Comments

In 1965, Virginia plantings were increased to the highest level recorded in that State since 1955. This increase was offset by fewer plantings in Florida and acreage in Texas was unchanged from a year earlier.

The 1965 season was marked by bad weather which limited Florida production. Most of the Pompano area acreage was reseeded after a September hurricane. Extremely heavy rains in October severely damaged these plantings. Also, the fruit set was light in early fields on Virginia's Eastern Shore and yields there were below average. In Texas, the average yield was below 1964 but substantially above average. Crops in Virginia and Texas were smaller than in 1964 but the sharpest drop from a year earlier occurred in Florida.

Prices were moderate as Virginia harvest started in mid-September, then were substantially higher when the bulk of the crop moved in early October. Similarly, prices for Texas supplies advanced as the season progressed. By November, prices were high and they held at this level during the Rio Grande Valley's harvest season. Florida supplies sold in December at high prices.

Under normal conditions in 1966, the production from an acreage equal to 1965 would be sufficient for market needs.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 14 percent more than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Spinach - Early Fall

(Massachusetts, Connecticut, New York, New Jersey
Pennsylvania, Ohio and Missouri)

Year	: Acreage	: Yield	:	:	:	:
	: Planted:	For harvest:	per acre	: Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1965) 4,170

1/ 61

224

Background statistics

1965 Prel.	3,970	3,520	57	202	8.23	1,662
1964	4,170	3,420	56	191	7.71	1,473
1959-63 Average	5,170	4,440	60	264	6.70	1,769

1/ 1961-64 average yield.

Comments

Production of early fall spinach in 1965 was moderately larger than a year earlier, but 23 percent below average. Acreage was 5 percent smaller than in 1964, principally reflecting a reduction in Pennsylvania plantings.

Missouri harvest was largely completed by the end of August. New York cutting started in early August. Shipments from both the Upstate and Long Island areas of New York were active from late August through much of November. In New Jersey, which produced 45 percent of the 1965 early fall crop, cutting became active in late September, peaked in October and continued through early November.

The Missouri crop, which moved to market early, returned relatively low prices. But prices in all other States were above average. Market prices were high from early August to mid-October. Less attractive but mostly moderate returns were recorded during the latter part of the season.

Early fall spinach growers produced relatively small crops in 1964 and 1965 and recorded attractive prices in both years. They should find outlets for a larger production in 1966.

1966 Guide

The 1966 guide is a planted acreage 5 percent larger than in 1965. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 11 percent larger than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Spinach - Late Fall

(Maryland and Virginia)

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u>						
(planted acreage equal to 1965)	1,400	<u>1</u> / 54	73			
<u>Background statistics</u>						
1965 Prel.	1,400	1,350	52	70	7.83	548
1964	1,450	1,400	56	79	8.85	699
1959-63 Average	1,640	1,520	50	76	6.44	492
<u>1</u> / 1962-65 average yield.						

Comments

Late fall spinach growers again reduced their plantings in 1965, continuing the trend of recent years. Acreage was only slightly smaller than in 1964 but was nearly 50 percent below the level of a decade earlier.

Maryland harvest began in early October, gradually increasing to a peak in mid-November. Virginia cutting did not get underway until early November. Both States furnished moderate supplies through most of December, but their crops were largely shipped before active competition began from the Texas winter crop.

Although prices were below a year earlier, they were above average for the season.

Maryland and Virginia fill a marketing gap for spinach which occurs between shipments from early fall States and the Texas winter crop. In 1966, this period should provide late fall growers with a market for a crop from an acreage equal to 1965.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 4 percent larger than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Tomatoes - Early Fall

(California)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 10 percent more than in 1965)	19,400		<u>1/</u> 184	3,570		
<u>Background statistics</u>						
1965 Prel.	17,600	17,600	200	3,520	10.60	37,312
1964	19,400	19,400	190	3,686	8.50	31,331
1959-63 Average	19,940	19,940	172	3,441	7.76	26,550
<u>1/ 1962-65 average yield.</u>						

Comments

California growers reduced their fall tomato acreage substantially in 1965. And although average yields reached a new record high, production was five percent smaller than in 1964.

Light shipping was underway from fall districts by September 1. Prices were high at that time -- total California shipments were moderate as movement from the State's summer growing areas was declining. Prices declined to moderate levels in mid-September. They held there through early October as fall crop movement became active and met some competition from late summer crop supplies in the East and Midwest.

By mid-October, however, California became the only major source of field-grown tomatoes. And although shipments were at peak, prices moved to high levels. Furthermore, the Florida late fall crop was delayed by heavy rains, and without competition from that source, prices continued high during the remainder of the California fall season.

Competition may be greater for California supplies in 1966. Even so, markets should be able to successfully use the production from a larger acreage than was grown in 1965.

1966 Guide

The 1966 guide is a planted acreage 10 percent larger than in 1965. Such an acreage, with no abandonment and a 1962-65 average yield, will result in a production 1 percent larger than in 1965.

1966 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Tomatoes - Late Fall

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and
probable production

(planted acreage
equal to 1965)

11,700

1/ 134

1,411

Background statistics

1965 Prel.	11,700	10,200	127	1,298	10.50	13,630
1964	13,300	10,700	128	1,366	10.05	13,727
1959-63 Average	10,560	8,740	124	1,077	8.93	9,432

1/ 1961-65 average yield.

Comments

For the third successive year, Florida's fall tomato crop suffered extensive damage from harsh weather. In September, Hurricane "Betsy" caused considerable damage in Dade County and in the Pompano area. Fields recovered well but heavy rains and flooding on October 14-15 again struck the crop and caused heavy loss in the Pompano area.

In Texas, the crop was hurt by high temperatures and dry winds during the early part of the season. Rains later interfered with harvest activity. Texas yields were sharply below the high levels of a year earlier.

Little picking occurred in Florida before November 1, and volume was slow in building up until the second half of November. Prices were very high in November -- continued high into early December -- then declined to moderate levels in late December. For the season, returns averaged at record-high levels, and total crop value nearly equalled the record level of 1964, when the crop was moderately larger.

With average yields in 1966, an acreage equal to 1965 would provide a moderately larger crop. If harvest bunching can be avoided, growers should be able to market such a quantity at satisfactory prices.

1966 Guide

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 9 percent larger than in 1965.

1966 Acreage-Marketing Guides
Sweetpotatoes

(New Jersey, Missouri, Kansas, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, California and New Mexico)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(1,000 acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and probable production

(planted acreage 8 percent less than in 1965)

189.0 1/ 84.4 15,626

Background statistics

1965 Prel.	205.4	202.2	89.0	17,957	4.23	76,493
1964	187.0	182.6	83.8	15,284	5.10	77,837
1959-63 Average	219.6	214.1	79.3	16,943	3.89	65,411

1/ 1962-65 average yields by States.

Comments

Growers in widespread areas expanded their sweetpotato acreages in 1965. The 10 percent increase for the entire United States represented a sharp deviation from the declining acreage trend which has been taking place for many years.

New Jersey plantings were down moderately from 1964 and acreage in North Carolina was equal to 1964. But practically all other States shared in the increase. Acreage in the South Atlantic region was up five percent. In the South Central region, both Mississippi and Louisiana reported substantially larger planted acreages in 1965 than in 1964. Total acreage for this region was increased 16 percent.

The upward trend in yield per acre was again evident in 1965. Conditions were favorable for transplanting and early growth in most States. Although fields in a few areas made slow progress during May because of cool, dry weather, these problems were largely overcome in June. Through the summer months, timely rains and favorable temperatures in principal producing areas in the South and Southwest promoted growth. Virginia's Eastern Shore was an important exception. Dry weather limited yields in this area. In most States, however, yields per acre were well above average. In general, the high yields intensified the effect of the larger acreages, and U. S. production was 17 percent more than in 1964.

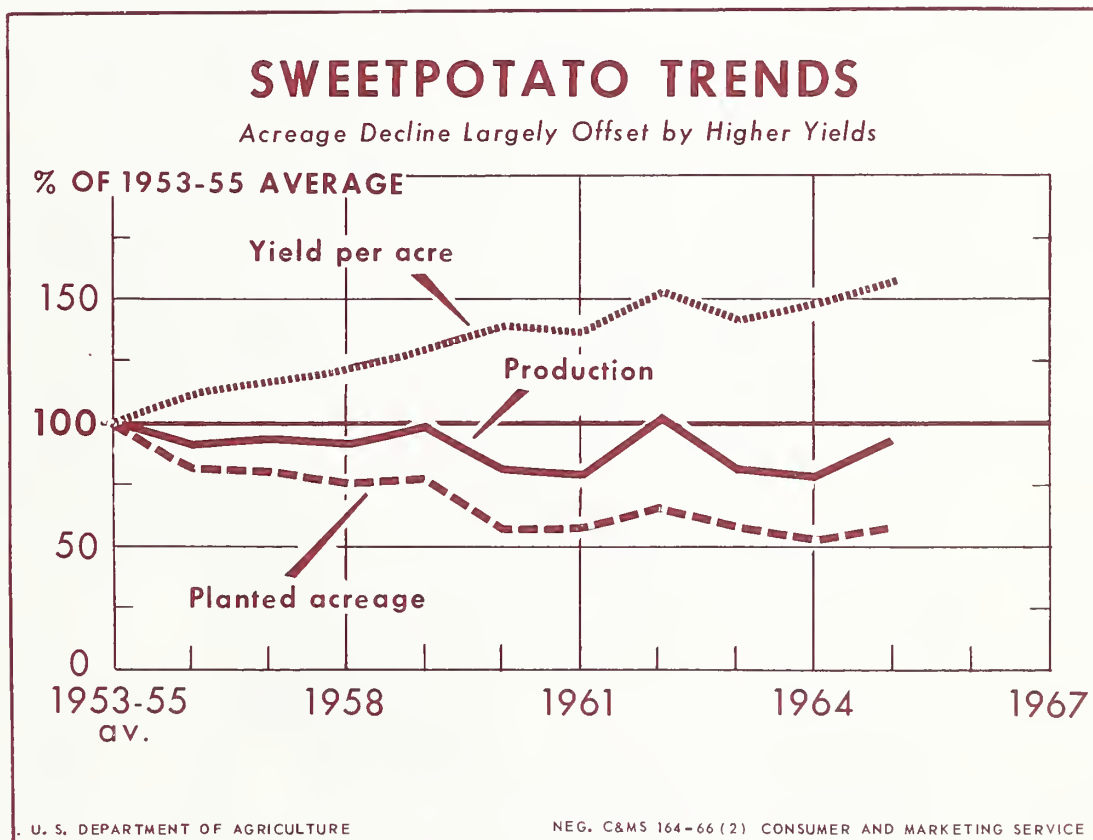
With the large size of the 1965 crop, marketing proved to be much more difficult than in the two preceding seasons. Active movement to processors in the early part of the season helped to reduce the heavy supply. But market prices through November and December of 1965 were much lower than in 1964.

In total, supplies marketed during the winter and spring months of 1966 are expected to greatly exceed the movement during comparable periods of 1964 and 1965. Because of this, the seasonal price rise in early 1966 will probably be substantially less than it was in each of the previous two seasons.

It is likely that a supply reduction will be necessary in 1966-67 if there is to be an improved balance between marketings and market needs. A smaller acreage would, under normal growing conditions, improve the chances for achieving such a balanced position.

1966 Guide

The 1966 guide is a planted acreage 8 percent less than in 1965. Such an acreage, with normal abandonment and 1962-65 average yields by States, will result in a production 13 percent less than in 1965.



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